MAY 2, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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43% SHARE

DAYTIME WOMEN'S AUDIENCE IN 4-STATION DETROIT

Nielsen November thru February

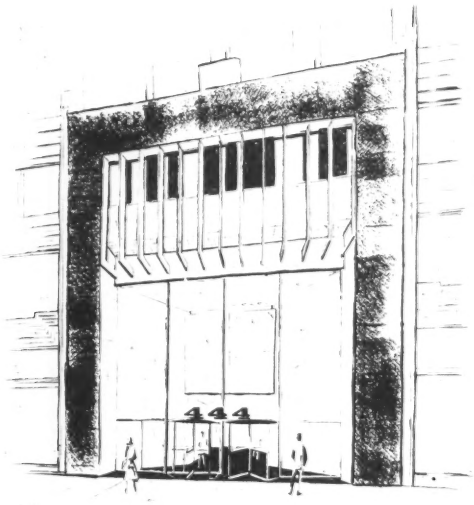
CALL KATZ FOR COMPLETE TABULATION

ANOTHER *FIRST* IN THE 5TH MARKET FOR

a STORER station

CHANNEL 2

WJBK-TV



You aRe inViTeD...

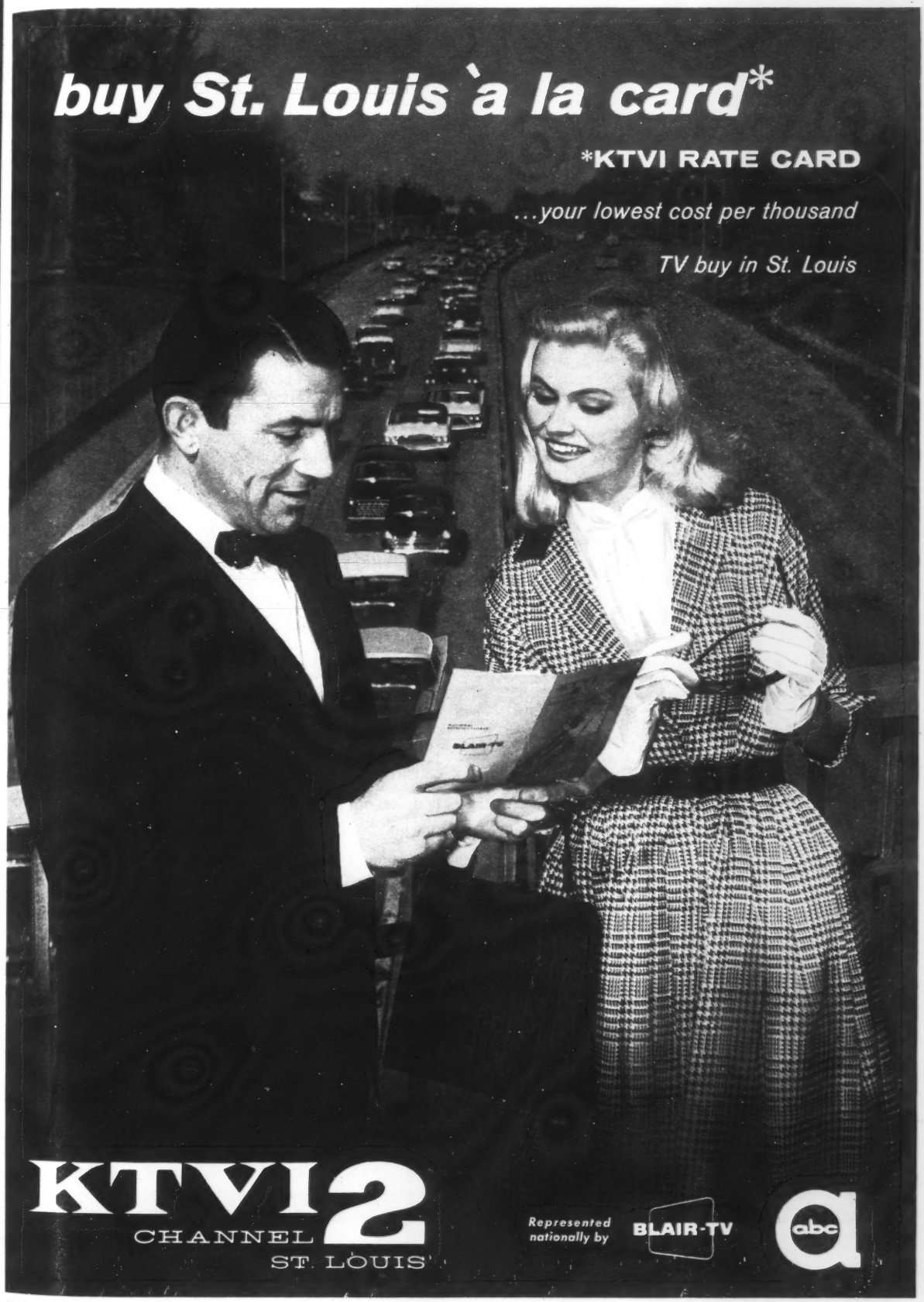
to visit our new offices in the Newsweek Building—444 Madison Avenue, New York City—national center for Bartell Broadcasting Corporation and headquarters of WADO radio.

We've taken the fourteenth floor—complete with outdoor terrace—and made of it a model of beauty and efficiency.

Come see us soon!

BARTELL BROADCASTING CORPORATION
444 MADISON AVENUE, NEW YORK 19, NEW YORK

WADO New York
WOKY Milwaukee
WAKE Atlanta
WYDE Birmingham
KYA San Francisco
KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba


buy St. Louis `a la card*
*KTVI RATE CARD
...your lowest cost per thousand
TV buy in St. Louis
KTVI 2
CHANNEL
ST. LOUIS
Represented nationally by
BLAIR-TV
abc

you reach more with channel FOUR...

KRLD-TV reaches a potential market of 676,500* TV-Homes in 55* counties of the richest area in Texas and southern Oklahoma. In net weekly circulation KRLD-TV reaches 42,900 more homes than Station B . . . 65,100 more homes than Station C . . . and 215,100 more homes than Station D.

This is **Why KRLD-TV** is the best buy per thousand homes in the great Dallas–Ft. Worth market, the South's No. 1 booming, buying area! . . . Reach out with **FOUR**, and sell **MORE!**

***ARB, March 1960**

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas–Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Network regulation ■ FCC soon will recommend to Congress that it be given regulatory powers over networks. Recommendation will come in form of comments on pending bills on HR 5042 and HR 11340—but commission will take different approach from that in bills. Commission is against "licensing" networks because it feels only reason for issuing license to station is shortage of spectrum space—consideration missing in operation of networks.

Commission will ask that it be given broad authority to regulate through rulemaking and to use its own discretion and judgment. Network regulation should complement, not substitute for, responsibility of station licensee, commission feels. Controls would be exerted in those areas (with 11 listed in proposed legislation) where FCC feels they are needed to implement rather than hinder ability of network affiliates to serve public. Draft of final comments, prepared by general counsel's office, scheduled for FCC consideration this Wednesday (May 4), having been passed over last week.

No deal ■ If KFSD-AM-FM-TV San Diego is sold any time soon, it won't be to Triangle Publications Inc. [CLOSED CIRCUIT, April 11]. While transaction had been negotiated at $7 million, it was called off last week in light of pendency before FCC of deintermixture plan which would shift Triangle's KFRE-TV Fresno from vhf ch. 12 to uhf ch. 30. Triangle doesn't want to deal on additional vhf to refill its quota at maximum of five until Fresno revamping is settled.

Triangle is still interested in San Diego transaction that would bring into its fold ch. 10 CBS affiliated station and pioneer 5 kw KFSD (600 kc) as well as fm outlet in one of country's fast growing markets. Howard Stark, New York broker, handling transaction, reportedly now is negotiating with other prospective purchasers. Triangle, in addition to Philadelphia Inquirer, TV Guide *and other publications, owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y., WNHC-AM-FM-TV New Haven, and KFRE stations, Fresno.*

Doerfer's shingle ■ John C. Doerfer, who resigned as chairman of FCC March 15, this week is expected to announce plans to open law practice in Washington, specializing in administrative field. He will not, however, engage in practice before FCC for another 10 months, or until March 15, 1961, in view of requirements of Communications Act. Mr. Doerfer has received number of offers involving partnerships in established law firms, both in Washington and in his native Milwaukee, but has elected to open own office.

Stock trouble ■ It's touch-and-go whether FCC Commissioner-designate Edward K. Mills will make it. Although Attorney General Rogers has been asked by Senate Commerce Committee to determine whether "conflict of interest" family trust disqualifies him (story page 78), attorneys feel that unless trust is divested of Westinghouse and General Electric stock, Mr. Mills cannot meet stringent requirements of law specifying no member may hold interest in any companies which are licensees or subject to jurisdiction. Mr. Mills forthrightly told Senate committee last week of lifetime trust and unwillingness of trustees to dispose of these stocks. He hopes Justice will approve if dividends flow to his brother instead of to him.

FCC will be two commissioners short, rather than one, if confirmation of Mr. Mills isn't promptly forthcoming. Commissioner Robert T. Bartley leaves May 12 for London as delegate to International Safety of Life at Sea Conference, to be gone until about June 30. Preparations for session have been underway for past 18 months.

Modest beginning ■ Anticipating Senate approval of proposed $2 million uhf experiment in New York, FCC last week authorized expenditure of $10,000 for research and development of prototype uhf receiver to be used. It will be joint project between commission and unselected outside contractor. Adequate receiver is thought to be one of biggest problems in getting project activated—hence early start.

Upheaval in Chicago ■ Among top 10 major markets, none is experiencing more dramatic changes in radio program patterns than Chicago. MBS affiliation with heretofore independent WAIT (and emphasis on good music) and NBC-WMAQ's switch to new musical schedule, a la fm, were among first changes, along with Plough-WJJD's recent abandonment of top 40 concept, but real test may start today (Monday) at WLS, long identified with farm-religious fare and new wholly-owned property of ABC. In complete face-lifting, station turns to dj-music-news-special events format similar to that employed by KQV Pittsburgh (but new in Chicago). As result of all changes, agency buyers are having to alter all thinking on Chicago radio market. Station changes are designed to better compete with Westinghouse's WIND.

Main event ■ Here's indication of importance Senate Commerce Committee attaches to bill that would give presidential candidates free television time. Committee has sent invitations to Herbert Hoover, Harry Truman, Thomas E. Dewey and Adlai Stevenson to testify at hearings that begin May 12. There's no indication yet any names that big will appear, but it's certain many senators will testify.

Quiet decision ■ FCC has cleaned up still another *ex parte* tv case—Miami ch. 6—through entry in minutes of meeting. *Ex parte* allegations did not involve comparative proceeding for channel, dropped into Homestead near Miami, but efforts of Gerico Investment Co. to secure temporary use of channel. Gerico, permittee of dark ch. 17 WITV (TV) Ft. Lauderdale, Fla., is no longer applicant for channel. Six other aspirants, none involved in *ex parte*, are seeking facility.

This makes eighth tv case commission has cleared in similar fashion, all of which were associated with ex parte *representations during testimony before House Legislative Oversight Subcommittee. Still pending before FCC, in addition to several cases (Miami chs. 4 and 7, Boston ch. 5, etc.) which have been set for hearing, are Jacksonville ch. 12 (WFGA-TV) and Pittsburgh ch. 4 (WTAE [TV]). In both cases, commission is seeking more information after refusing to give "minute" clearance.*

Reprieve for 'P to P' ■ CBS-TV not only has Ed Murrow back for active tv season (handling *CBS Reports*) but also for another season may keep *Person to Person* show with which Mr. Murrow has been associated for years. Latest word is CBS-TV may not scrap program (now Friday, 10:30-11 p.m.) next season if sponsor can be found. Probable slot is Sunday 6-6:30 p.m.

FCC Chairman Frederick W. Ford, who has received more favorable "press" than any of his predecessors since he assumed chairmanship March 15, likewise will be first to receive CBS-TV's Person to Person *treatment. Video taping session is scheduled May 14 but no showing date is set. Setting will be his historic Alexandria, Va., home.*

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WAVE-TV Gives You 28.8% MORE HEAVY EATERS!

(therefore 28.8% more food-selling opportunities!)

When more people see your commercials, you automatically make *more sales*. So it's important to you that, from sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky.

And you pay less per thousand for viewers on WAVE-TV than on any other station in this area. A lot less! NBC Spot Sales can PROVE it to you!

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

WEEK IN BRIEF

MR. BOYLHART

Advertising forecast ■ The Western States Advertising Agencies Assn.'s questionnaire on the critical subject of media-agency relations raises some pretty soul-shattering questions. Who is responsible for maintaining honest advertising? Do you believe that media will increase agency commissions to more than 15% in the next five years? Do you believe that the advertisers' management is fully convinced of the importance and value of advertising? The answers to these questions as well as their implications is discussed by Bill Boylhart, president of Boylhart, Lovett & Dean, Los Angeles-headquartered advertising agency in this week's MONDAY MEMO. Page **18.**

Drive to summer rates in tv? ■ BBDO starts inquiry of all tv stations, asking if summer rate will be adopted. To drive its story "home," agency holds conference with station reps in New York. Page **27.**

A rich interview ■ At the agencies, the tv negotiator runs into difficulty in placing advertiser-developed shows in prime time. How Benton & Bowles' Lee Rich views the problem—an exclusive. Page **30.**

Heavyweight advertisers ■ On the tv networks in January, advertisers Procter & Gamble, American Home Products and Lever Bros. made the big spending news. Page **34.**

Next in line ■ Newspaper publishers fear an investigation of press payola. Page **48.**

Musical melange ■ House Oversight probers heat up the griddle in preparation for barbecuing of Dick Clark, ABC-TV *American Bandstand* disc jockey, taking testimony aimed at showing how he favors records in which he has a personal interest. Payments to disc jockeys by two record manufacturers introduced in evidence. Page **58.**

On Sec. 315 ■ FCC upholds a candidate's equal time request in West Virginia. Page **66.**

The woes of Matty Fox ■ He's several millions in debt. Skiatron, an affiliated company, is in trouble at the Securities & Exchange Commission. Page **74.**

The rains came ■ Senators take occasion of Robert E. Lee's confirmation appearance before Commerce Committee to lash out at FCC from all sides with very few questions about the nominee himself. Second FCC appointee, Edward K. Mills, discloses that he has conflict of interest as trust beneficiary. Page **77.**

Wraps off convention plans ■ Paul Levitan of CBS News and J. Gilbert Baird of Westinghouse discuss this summer's political convention coverage plans at meeting of Radio & Television Executives Society. Westinghouse readies radio-tv commercials for more than 50 hours of sponsored political program coverage on CBS-Radio-and-TV between July 11 and Nov. 8. Page **82.**

Tv's educational impact ■ Substantial changes in the nation's schools predicted as a result of television. Page **84.**

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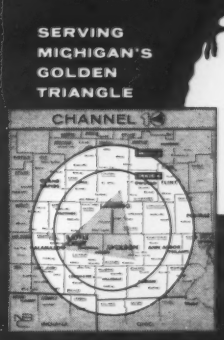
BUY ONE GET THREE IN MICHIGAN

WILX-TV LANSING
26th
TV market nationally*—
Lansing, Jackson, Battle Creek

WILX-TV JACKSON
11th
in population**—
Lansing, Jackson, Battle Creek

WILX-TV BATTLE CREEK
46.2%
outstate Michigan population**
Lansing, Jackson, Battle Creek

SERVING MICHIGAN'S GOLDEN TRIANGLE



*Television Age 100 Top Markets 11.30.59
**SRDS Consumer Market Data 1.1.59

WILX-TV CHANNEL 10
LANSING JACKSON BATTLE CREEK

Associated with WILS-Lansing WPON-Pontiac

CONTACT VENARD RINTOUL & McCONNELL

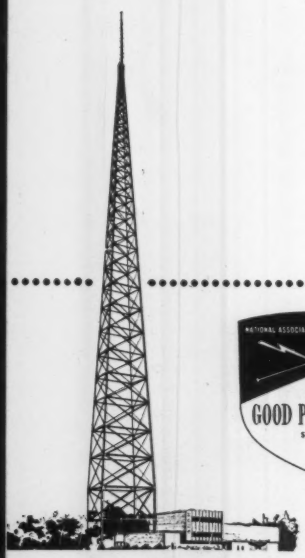
KCMO...50,000 watts of Farm Newspower

KCMO's farm newspower starts wherever the news is breaking . . . in a Kansas wheat field . . . a Missouri livestock feed lot . . . or a Congressman's office in Washington, D. C.

Its objective: Deliver today's farm news accurately, completely and instantaneously. There's no room for error nor omission—millions of dollars will be invested by Mid-America's nearly 200,000 farmers on the strength of the news they receive. That's why KCMO's Director of Agriculture, George Stephens, and Market Reporter, Paul Pippert, are so well listened-to by farmers. Farm-born and reared, these men are career farm journalists—skilled professionals who know what makes news on farms today, and how to get all of the story behind the story. And, behind them are the far-reaching newslines and special facilities of CBS and KCMO's world-wide network.

This special kind of newspower develops a big, strong audience that takes KCMO-sponsored 'round the world farm tours . . . raises better calves under the rules of a KCMO-sponsored contest . . . and takes pride in buying the products featured on KCMO.

Put your Mid-America farm money on KCMO — get the newspower that only KCMO can deliver.



GOOD PRACTICES STATION

SEAL OF GOOD PRACTICE

Among those using KCMO's farm newspower right now to gain a bigger share of the market for their products are:

Ford Tractor
DX Sunray Oil Company
Massey-Ferguson Tractor
Ralston-Purina Chows
Quaker Oats Company
Murphy Products Co.
DeKalb Hybrid Seed Corn
Colonial Poultry Farms

KCMO • Radio • Television / Kansas City, Mo.

The Tall Tower at Broadcasting House

CBS Radio and TV

Represented nationally by Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager — Radio
Sid Tremble, Station Manager — TV

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

CLARK DENIES TAKING PAYOLA

Defends activities at House Oversight hearing

ABC-TV star Dick Clark told House Legislative Oversight Subcommittee Friday he never took payola and was unaware record company in which he held interest had made payments to disc jockeys until testimony earlier in week (roster on page 60).

Mr. Clark said he saw no conflict of interest in record, music publishing and related businesses in which he held ownership until given ultimatum last December by ABC to divest or leave network show.

He resumes testimony today (Monday). Also AB-PT President Leonard Goldenson and WABC New York General Manager Ben Hoberman are scheduled to testify tomorrow, winding up hearing phase of payola inquiry.

Mr. Clark acknowledged he feels some considerations given companies in which he held interests were due in part to fact he was tv network performer, but that before talk with ABC in December he was not conscious of improper conduct in holding outside interests in music field. Now, he said, he has divested interests and can pick records and performers without fear of criticism.

Defining payola as payment for agreement to play records on broadcasts, he said he had received, reluctantly, royalty rights given him by record companies but never agreed to push records. He said he didn't examine promotion expenses of companies he owned because of a dislike for accounting.

He said he was surprised that analysis made by firm he engaged, Computech (story page 58), showed he played records of firms in which he was interested more than others and acknowledged he might have favored his own records without realizing it.

He denied exacting tribute from performers for appearances on his program.

Mr. Clark acknowledged he invested $53,773 in 1957-59 which appreciated to $409,000 and that he received $167,570 in salaries from his interests and $286,604 in other returns.

Questioning by Robert Lishman, subcommittee counsel, and Rep. Steven Derounian (R-N.Y.), was designed to indicate ABC gave special consideration to Mr. Clark in allowing him to sign affidavit not as broad in definition of payola as ABC required of other disc jockeys. Mr. Clark acknowledged he couldn't have signed standard affidavit last fall (which WABC disc jockey Alan Freed refused to sign and was fired) but can do so now that he has divested music interests.

Mr. Clark said he favored some lower-rated records to those on lists because they were "more danceable" than others and he favored younger artists over established ones because latter didn't fit his audience. At other times, he said, he recognized and played hit before it got on lists and often stopped playing hit record before it began to wane.

Citing "variables" in selecting records, Mr. Clark started to explain some of them, but was cut short by Rep. John Moss (D-Calif.), who asked that he stick to straight responses.

FCC criticized on Sec. 317 stand

FCC is way off base in its interpretation of Sec. 317, two powerful industry voices said today (Monday).

Indictment of commission's March 16 sponsorship notice was made by NAB, and by Washington communications law firm of Pierson, Ball & Dowd in behalf of 24 station clients.

Earlier comments filed in official FCC inquiry regarding its drastic interpretation of sponsorship requirements took similar views (page 64). Deadline is today.

Both NAB and Pierson firm stressed that Sec. 317 is outgrowth of postal law requiring identification of paid advertising from straight editorial matter. They both also emphasized that term "valuable consideration" in Sec. 317 has specific meaning and cannot be stretched to extent it has by FCC. Both also called attention to interruptions and distractions which would ensue for listener if broadcaster is forced to follow letter of commission definitions.

NAB hit FCC notice on three counts: (1) public interest must be present; (2) deception of public must be involved with failure to identify donor of records or services, and (3) broadcast must be induced by consideration, not mere hope of such action.

FCC issues warning

Too many am stations are guilty of technical violations of FCC engineering rules and operator requirements, commission said Friday (April 29) in warning stations to institute corrective measures. Notice said FCC is concerned over failure of some licensees to recognize importance of maintaining high order of technical performance. Particularly, commission stated, recent change in rules permitting unattended operation of some stations is "not intended to lower the technical standards of operation or to imply that the stations can be operated without adequate qualified technical supervision." Most deficiencies occur in maintenance of complicated equipment, such as directional antennas, FCC noted.

KCUL Ft. Worth sold

Sale of KCUL Ft. Worth, Tex., for approximately $585,000 was filed Friday (April 29) for FCC approval. Sole owner Kurt A. Meer is selling 50 kw-day, 1 kw-night outlet on 1540 kc to group including A. Jame Bruno, 46.26%, Carlo H. Grande, 46.11%, and John L. Ellinger, 3.78%. Mr. Ellinger is manager of WNAB Bridgeport, Conn.; Mr. Bruno has minority interest in KRAK Stockton, Calif.

Portable sets up

RCA had good news to announce at outset of Radio Month: Portable sets sold 72.3% better in quarter just past than first quarter last year for RCA Sales Corp. Jack S. Beldon, president, said Friday (April 29) this is biggest quarterly increase in RCA's 35 years of portable radio manufacturing, dwarfing even 1959 gains when RCA had its best radio year in history, with sales 33% over 1958. He pointed out 72.3% record is in face of slight decrease in industry-wide sales under 1959 and comes at time when import competition is agressive.

W. Va. campaigning stirs excitement

NBC-TV April 29 withdrew its standing offer to air next Wednesday's debate between Senators Kennedy and Humphrey from Charleston, W.Va. (see page 84). Despite acceptances of network broadcast from both candidates for Democratic presidential nomination,

AT DEADLINE CONTINUED

NBC-TV would not accept condition that its Huntington, W.Va., affiliate, WSAZ-TV, be blacked out. Debate, which will be seen on hookup of several other West Virginia stations, originates at WCSH-TV Charleston, primary ABC-TV affiliate.

Despite Sec. 315 implications, WTOP-TV Washington will telecast Humphrey-Kennedy debate, John S. Hayes, president, announced Friday. Decision was made after Mr. Hayes learned that no network and only selected West Virginia stations would carry controversial program.

Gov. Cecil H. Underwood, of West Virginia, May 4 told NBC citizens were "outraged" by what he called "rigged" tv report of conditions in state by David Brinkley in *Huntley-Brinkley Report*. Copies of protest were sent to FCC and sponsor Texas Co. April 28 program depicted conditions in two ghost mining towns.

Deletion upheld

Small-town, daytime Iowa broadcaster has only two more weeks before he must cease operation under injunction issued by federal district court in Iowa. Broadcaster is George M. DeRuyter, owner of KLEM LeMars, Iowa. Mr. DeRuyter, according to court ruling, failed to file license renewal application before license ran out Feb. 1, 1959. Notwithstanding inquiries by FCC, he continued to operate station without renewal. FCC turned over case to Justice Dept. and court issued injunction against operation of KLEM on April 20, effective May 20. Court said Mr. DeRuyter spent so much time selling, he had little time to attend to administrative duties.

Business briefly

Chevy revs up ■ Chevrolet Div. of General Motors is increasing network tv one half-hour next season. Advertiser has firmed sponsorship as: *Dinah Shore Chevy Show* (20 shows by Miss Shore and 19 devoted to specials) on NBC-TV, Sun., 9-10 p.m. starting Oct. 2; *My Three Sons*, ABC-TV, Thurs., 9-9:30 p.m., and *Route 66*, CBS-TV, Fri. 8:30-9:30 p.m. Chevrolet's summer replacement for Miss Shore's programs is *The Chevy Mystery Show*, which will run 18 weeks starting May 19. Campbell-Ewald, Detroit, is agency.

WEEK'S HEADLINERS

MR. HALL

MR. FOGARTY

Payson Hall, appointed executive vp of Meredith Publishing Co. and president of newly created Meredith Broadcasting Co. under realignment approved at board of directors meeting Friday. Simultaneously, **Frank P. Fogarty,** vp of Meredith WOW properties in Omaha, Neb., elected executive vp of Meredith Broadcasting with headquarters now in Omaha. Meredith Broadcasting Co. is successor to Meredith Engineering Co., formerly parent of broadcast operations. **Paul Adanti,** vp of WHEN-AM-TV Syracuse; **E.K. (Joe) Hartenbower,** vp and general manager of KCMO-AM-FM-TV Kansas City, and **Richard B. Rawls,** vp of KPHO-AM-TV Phoenix, all named vps of Meredith Broadcasting. They formerly were vps of Meredith Engineering. They, along with Mr. Fogarty, were also elected to MBC board of directors. **Fred Bohen,** president of Meredith Publishing, becomes chairman of board of MBC. Mr. Hall previously had been treasurer of Meredith Publishing and director of radio-tv operations. Also elected to MBC board are E.T. Meredith and Karyl Van, both vice presidents of parent company.

MR. COURTNEY

Alan D. Courtney, NBC-TV vp, nighttime programs since April 1959, appointed vp, program administration. He has been with NBC since 1947 as sales and programming administrator for *Today*, *Home* and *Tonight* programs; executive producer of *Steve Allen Show* and director of daytime programs. **Robert F. Aaron,** manager of daytime program administration since September 1957, appointed director of daytime programs. **Joseph P. Cunneff,** NBC-TV manager, nighttime network program operations, appointed director, nighttime programs. Mr. Aaron joined network in 1949 and Mr. Cunneff in 1951.

MR. COLEMAN

MR. IANNUCCI

Merritt Coleman, director of business affairs for CBS-TV since 1951, appointed CBS-TV vp and business manager, talent and contract properties, Hollywood. He succeeds **Philip Feldman** who leaves to join Broadcast Management Inc., Beverly Hills, Calif., personal management firm as executive vp, effective June 6. **Salvatore Iannucci,** director of contracts—talents and rights for network's business affairs department, named to succeed Mr. Coleman as director of business affairs. Mr. Coleman joined CBS in 1942 as member of program operations department. Subsequently he served as director of operations for television, moving into business affairs in 1949. Mr. Iannucci joined CBS-TV business affairs unit in 1954 and earlier had been with legal departments of ABC and RCA.

MR. WAGNER

MR. JORDAN

Mort Wagner, general manager of KYA San Francisco, transferred to similar post at WADO New York. Both are Bartell Family Stations. **James Jordan,** formerly general sales manager WOKY Milwaukee, moves to San Francisco as assistant general manager and director of sales of KYA.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

WBT... FIRST AS ALWAYS, IN PULSE*

57

First every Monday to Friday period in the Prime 25-county Charlotte Marketing Area

Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

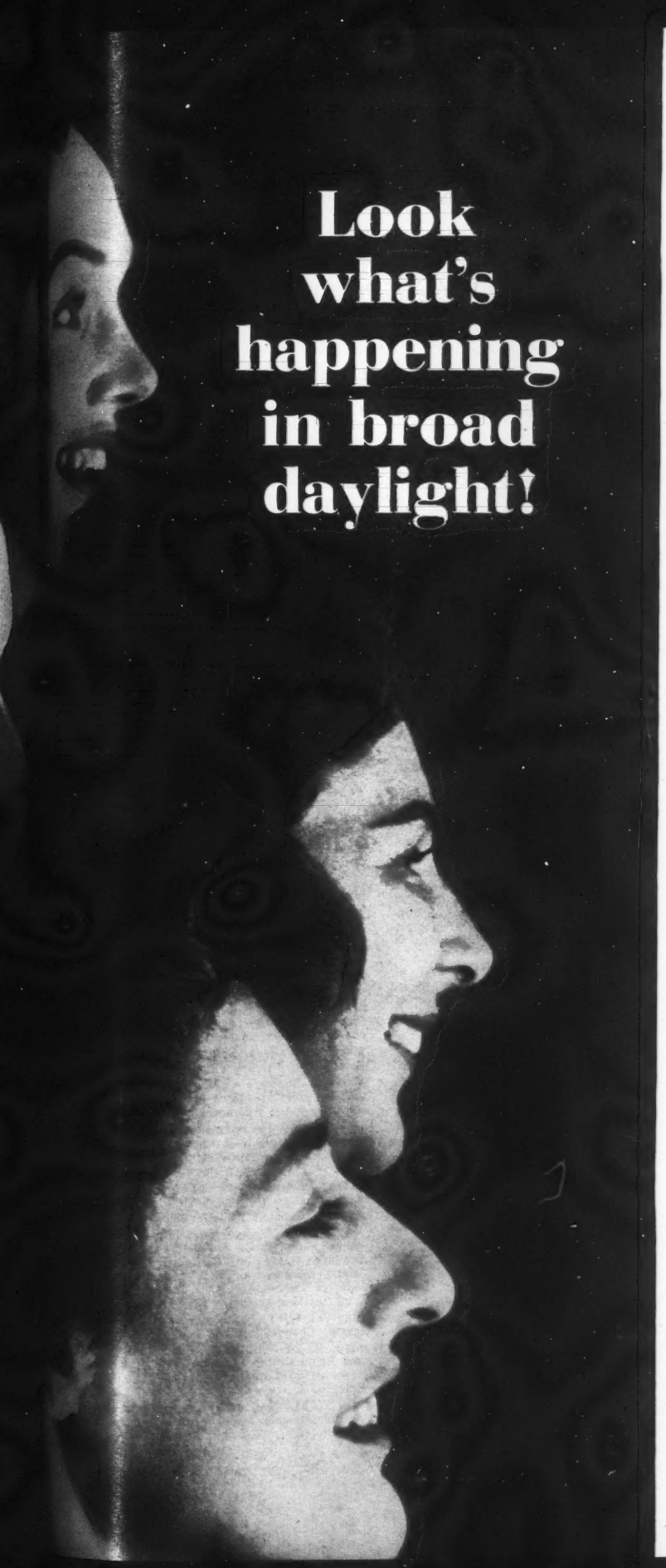
**The January, 1960 Pulse*

WBT
· CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

50,000 watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES



Look what's happening in broad daylight!

In the afternoon, for example...

The big trend to NBC gets bigger. Look at the swing in viewing habits since NBC Television reprogrammed its afternoon lineup on February 8. The facts, according to Nielsen:*

Fact... Total afternoon lineup: NBC Television up 36% in share, up 38% in rating. Network #2 down 8% in share, down 6% in rating. Network #3 down 17% in share, down 15% in rating.

Fact... Since February, all six NBC afternoon time periods are up in share; up in ratings; up in homes per minute. Specific share increases include: Queen for a Day up 10%; Loretta Young up 67% over previous program; Young Dr. Malone up 36%; From These Roots up 23%; Comedy Playhouse up 43% and Adventure Time up 47% over previous programming.

Fact... Total NBC afternoon lineup now averages: 33.9 share; 8.4 rating; 3,579,000 homes per minute. In two months, NBC has gained more than a million additional homes per afternoon minute.

Fact... The new total daytime picture:

	NBC	Net. #2	Net. #3
Average Share	38.1	36.4	21.5
Average Rating	8.8	8.8	5.6
Half-Hour Wins	6	6	0

Fact... Brown & Williamson, Colgate-Palmolive, Coty, General Mills, Mennen and Purex have all made recent major buys in NBC's new daytime lineup.

THE NBC TELEVISION NETWORK

*NTI Average Audience, 10 am-1 pm and 2-5 pm, Mon.-Fri., including NBC sustaining ratings, Feb. 1 and March 11, 1960.

Don't make the same mistake twice—

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Rounsaville Negro Markets . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Experience is the best teacher. Experience Rounsaville Radio—one of the oldest and largest in Negro Radio!

Personal Letter

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they *do believe* what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part MUST go to Negro radio or you're missing this market! Try Rounsaville Radio—you'll see!

ROBERT W. ROUNSAVILLE, Owner - President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MAY

May 1-30—National Radio Month observance.

May 1-7—Society of Motion Picture and Television Engineers semiannual convention. "New Techniques for Films, Tv and Video Tape." Ambassador Hotel, Los Angeles.

May 1-7—U. of Missouri School of Journalism, Columbia, Mo., annual journalism week. David Brinkley and Chet Huntley, NBC-TV commentators, will be among the speakers. Broadcasters Day is May 4. Mr. Brinkley will address group that day; Mr. Huntley will speak at banquet, May 6 at 7 p.m.

May 2—Deadline for comments on FCC's March 16 notice of sponsorship identication applying to free records, junkets, furnishing of program material, etc. Comments are required to include supporting briefs and memoranda of law.

May 2—Comments due on proposed FCC rulemaking to shift Fresno, Calif, to all-uhf market.

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

*May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario. Keynote speaker: Stuart M. Finlayson, president, Canadian Marconi Co. Other speakers include AAAA President Frederic R. Gamble; W. E. Wiliams, president, Procter & Gamble, Canada, and Fairfax M. Cone, chairman, FC&B.

May 3—Conelrad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 3—Television Bureau of Advertising sales clinic. King Cotton Hotel, Greensboro, N.C. For list of subsequent sales clinics and their locations, see BROADCASTING, April 4.

*May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York. FTC Chairman Earl W. Kintner will speak. Talk will be broadcast closed-circuit to Ambassador Hotel, Chicago, where similar luncheon will be held to honor winner of SRA Chicago timebuyer award.

May 4-7—Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio. Among speakers and panelists will be FCC Chairman Frederick W. Ford; Ralph McGill, editor, Atlanta Constitution, and Matthew J. Culligan, general corporate executive, McCann-Erickson.

*May 4-7—Montana Broadcasters Assn. annual meeting. Finlen Hotel, Butte.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland. Speakers include: FCC Chairman Frederick Ford; Rep. Oren Harris (D.-Ark.). Keynote speaker is James T. Aubrey Jr., president of CBS-TV.

*May 6—Chesapeake AP Radio-Television Assn. Sheraton-Belvedere Hotel, Baltimore. Main speaker: FCC Comr. Rosel H. Hyde.

May 6—Middle, West Tennessee AP Radio Members, Paris Landing Inn, Kentucky Lake.

*May 6—Radio & Television Guild of San Francisco State College 10th annual conference and banquet. CBS' Richard (Paladin) Boone will be featured speaker.

May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 7—California AP Tv and Radio Assn. 12th annual meeting. Jack Tar Hotel, San Francisco.

May 9-10—Annual meeting of Assn. of Federal Communications Consulting Engineers. Pompano Beach Club, Hamilton, Bermuda.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

*May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison. Harold E. Tanner, WLDM(FM) Detroit, will be keynote speaker.

*May 11—Radio & Television Executives Society and The Broadcast Pioneers. Old Timers' Day, Hotel Roosevelt, N.Y. Reunion, 11:30 a.m., luncheon, 12:30 p.m., program 1:15 p.m.

May 12—Reply comments due on proposed FCC rulemaking to shift Fresno, Calif., to all-uhf market.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-15—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.

May 14—UPI Broadcasters of Michigan. Pantlind Hotel, Grand Rapids.

May 14-16—Advertising Federation of America 2nd Dist. convention, Skyline Inn, Mt. Pocono, Pa.

*May 15—Los Angeles Advertising Women annual achievements awards luncheon, noon, at Beverly Hilton, Beverly Hills, Calif. Awards for various types of broadcast and print advertising and publicity will be presented to women engaged professionally in advertising and allied fields in the 13 western states and western Canada.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 16—Iowa Broadcasters Assn. annual convention. Hotel Fort Des Moines, Des Moines.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

May 18-19—Illinois Broadcasters Assn. meeting. Hotel Orlando, Decatur. Key speakers: FCC Comr Robert E. Lee and Walter Schwimmer, president of syndicated-package and distributor firm bearing his name.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters. Galen Hall, Reading, Pa.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

May 20—Comments due on FCC rulemaking to permit daytime-only stations to sign-on at 6 p.m. local time without prior authority.

May 20—Iowa AP Radio-Tv News Assn. annual meeting. Town House, Omaha, Neb.

*May 20—Western Washington AP Broadcasters' Assn. Washington Athletic Club, Seattle.

May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.

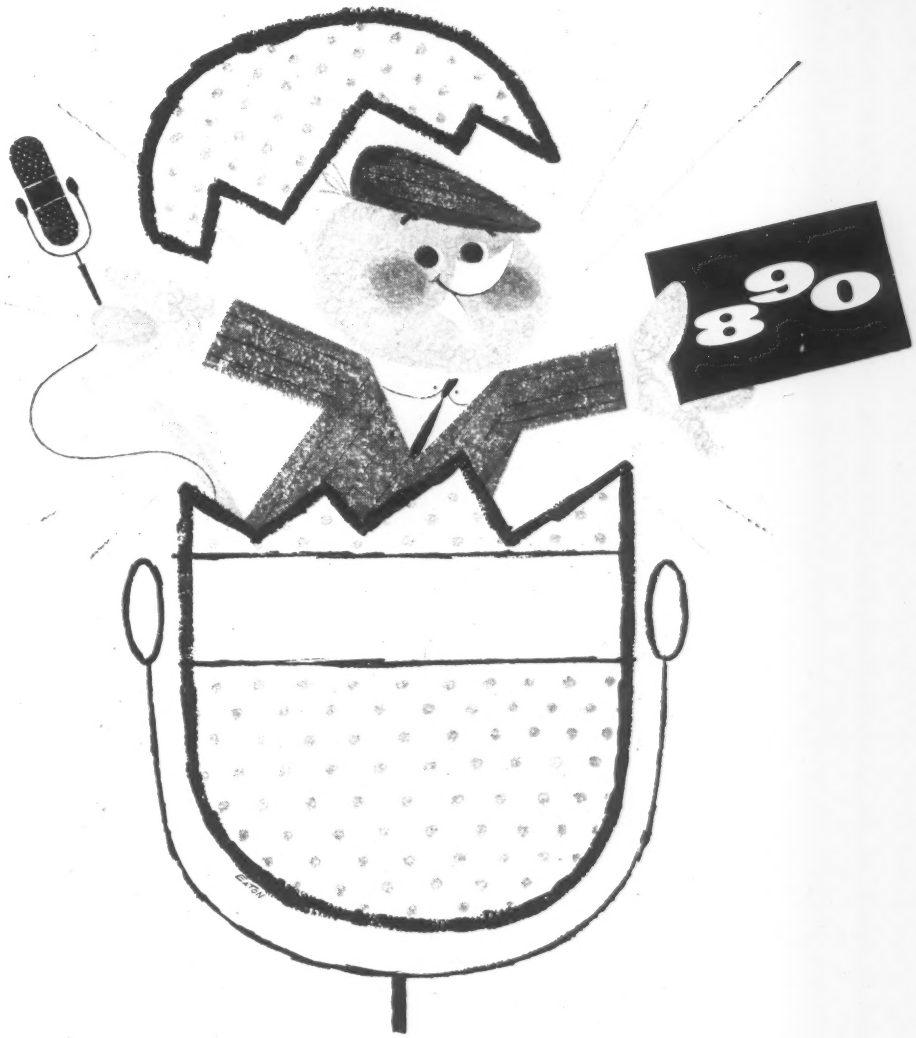
May 21—UPI Broadcasters of Illinois. Hotel Inman, Champaign.

May 22-24 — National Educational Television and Radio Center spring meeting of station managers of affiliated etv stations. LaSalle Hotel, Chicago.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

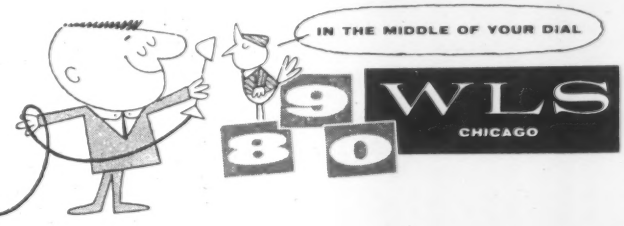
JUNE

June 1-3—International Advertising Assn. 12th

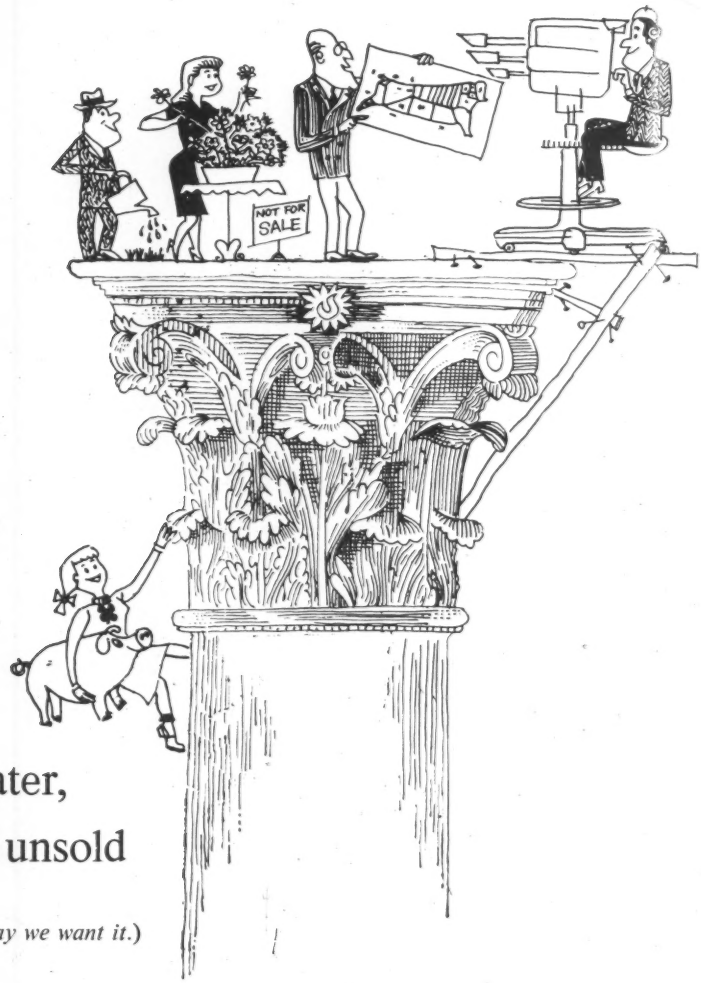


we're saying chirrup a bright, new way!

A brand *new* sound sweeps into the air—*bright* as the chirp of a newborn bird . . . *fresh* as the first flutter of its feathers! It's the *totally new* sound you'll hear every day on WLS . . . a sound as happy as a lark! Friendly as a flicker! Perky as a sparrow! Smooth as a swallow! A sound you'll like having around, behind the wheel . . . over the washer . . . out on the patio . . . even in your pocket. We'll say "good morning" in a bright, new way . . . "chirrup, chirrup" throughout the day. We'll make your hours east of midnight sound shorter. We'll warble the weather. Trill the time. Swing sweetly. Speak news with authority. Our *new* sound sparkles with a vocal sheen, new to the Chicago scene. So—lend us *your* ear. Bet you'll like what you hear! We're in the middle of your dial—at 890. Don't get confused when you dial around . . . you'll know it's us by our bright, *new* sound!



Mid-america's bright new sound



Five years and 1,250 telecasts later, this program is still unsold

(*That's the way we want it.*)

SOME PROGRAMS become "public service" because they can't be sold. Others become salable because they render genuine service. WISH-TV's Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is "sold" only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue's agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program *serves*. That's the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients' commercials.

Responsibility in Broadcasting

THE CORINTHIAN S

annual congress, Waldorf Astoria, New York.

June 2-4—Mutual Adv. Agency Network quarterly meeting, Bismark Hotel, Chicago. Morton J. Simon, agency legal counsel, will speak on "Problems of Agency Management and Operation."

***June 2-4—Western Assn. of Broadcasters (Canada)** annual meeting. Banff Springs Hotel, Banff, Alta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.

June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 13—Deadline for filing reply comments to **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to FCC commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

June 16-18—Florida Assn. of Broadcasters annual meeting, Ponte Vedra Inn, Jacksonville Beach.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

***June 20**—Comments due on **FCC** rulemaking to add third vhf channel in selected major markets.

June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—National Academy of Television Arts & Sciences presents annual **Emmy Awards.** Presentation to be carried over **NBC-TV,** 10-11:30 p.m. EDT.

***June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers.** Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

***June 20-24—American Institute of Electrical Engineers'** summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

***June 21-July 7**—Third annual workshop on the **Art of Preaching and Mass Communications,** sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22-24—Second National Conference on Electronic Standards. Co-sponsors: **National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.**

***June 23-25**—National Assn. of Tv & Radio **Farm Directors'** annual summer meeting Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

***June 24-25—Colorado Broadcasters Assn.,** Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include **Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.**

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

***Aug. 12-13—Arkansas Broadcasters Assn.,** fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

***Sept. 2-4—West Virginia Broadcasters' Assn.** annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

OCTOBER

***Oct. 2**—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 5—Assn. of National Advertisers workshop on advertising management. **Ambassador Hotel, Chicago.**

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn. King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Okahoma City.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

asting
AN **STATIONS**

MONDAY MEMO

from **BILL BOYLHART,** *president, Boylhart, Lovett & Dean, Los Angeles*

Agency-media relations need improvement

The long-heralded Golden '60's may well hold one of the most critical periods in the history of advertising. Those who find little concern in this statement might well look West for some sober reflection.

Only 30 days ago some two hundred agency principals and media representatives and media sales management throughout California sat down in the privacy of their individual offices to answer a lengthy questionnaire on the critical subject of media-agency relations. Its title: "The WSAAA Media-Agencies' 5-Year Forecast."

That the survey found a vitally interested reception is evident in the fact that response to the more than 30 questions on the long three-page questionnaire produced detailed written answers that frequently covered both sides of the pages.

The tabulated answers to this survey, initiated by the Western States Advertising Agencies Association, express media's and the agency's troubled concern and uncertainty related to many basic elements of the agency-client-media relationship . . . and at the same time give assurance upon the great importance which is attached to the strengthening of the agency-media relationship.

Who's Responsible? ■ Disconcerting confusion was evident in answers to such basic questions as: "Who should bear the primary responsibility for maintaining honest and believable advertising?", with 46% of agencies assuming this responsibility, and 26% passing it on to the client. In response to this question, 47% of media placed the responsibility on the client, 34% on the agency, and 18.5% on media.

The failure of either media or agency (or client for that matter) to assume this responsibility portends even greater dissolution of the public respect for advertising—and further depreciation of the acceptability and believability of advertising messages—regardless of the medium used.

Divided responsibility is no responsibility, or put another way—ultimate irresponsibility.

Agency System Preferred ■ Perhaps not unexpected, but certainly of paramount importance, is the reassuring answer to the question, "Do you believe that the advertising agency system is the best method to insure continuance of media's interests?". Some 87% of media and 92% of agencies voted an overwhelming "Yes."

Significantly, the subject of agency commissions is very much alive, with concern expressed over the profitability of the 15% agency commission by 38.5% of media and 73.5% of agencies. When asked: "Do you believe that media will increase agency commission to more than 15% over the next 5 years?", 50% of agencies and 13.5% of media anticipated the increase of the agency commission over the 15% mark.

There was complete agreement by percentages ranging from 63.5% to 97.5% by both media and agencies that over the next five years media will have more competition; will provide more services to agency and client; and that media evaluation will become more complicated.

Of particular concern to media are 68% of agencies who predicted future advertising budgets will tend to place concentrated dollars in fewer media.

Evident is growing agency dissatisfaction with media research surveys; with relationships with non-commissionable media; with poor merchandising support for the advertiser; and lack of standardized rate cards and practices.

Both media and agency, by replies of 75% and 65% respectively, feel that the agency's relationship with media should be improved.

Amazing Indictment ■ No matter where any of us sit—in the agency, with media or within the advertisers' marketing and advertising groups—there is to be found in one simple question in this survey, an almost unbelievable indictment of the self-centered interests of our industry.

This almost too-simple question was: "Do you believe that the advertisers' management is fully convinced of the importance and value of advertising?" The startling response—57.5% of agencies and 58% of media unequivocably answered that management *is not fully convinced* of the importance and value of advertising.

To those who would discount or pass this clearly defined response, I would point out that this question was answered by some 200 highly responsible media and agency executives who are working daily face to face with advertisers and their management executives.

Throughout the survey, and particularly from write-in answers, there appears a damaging trend for agency and media to go their own separate ways without any concerted effort to coordinate their mutual interests. More than that there is apparent a startling disinterest or lack of understanding of the basic values inherent in the media-agency relationship.

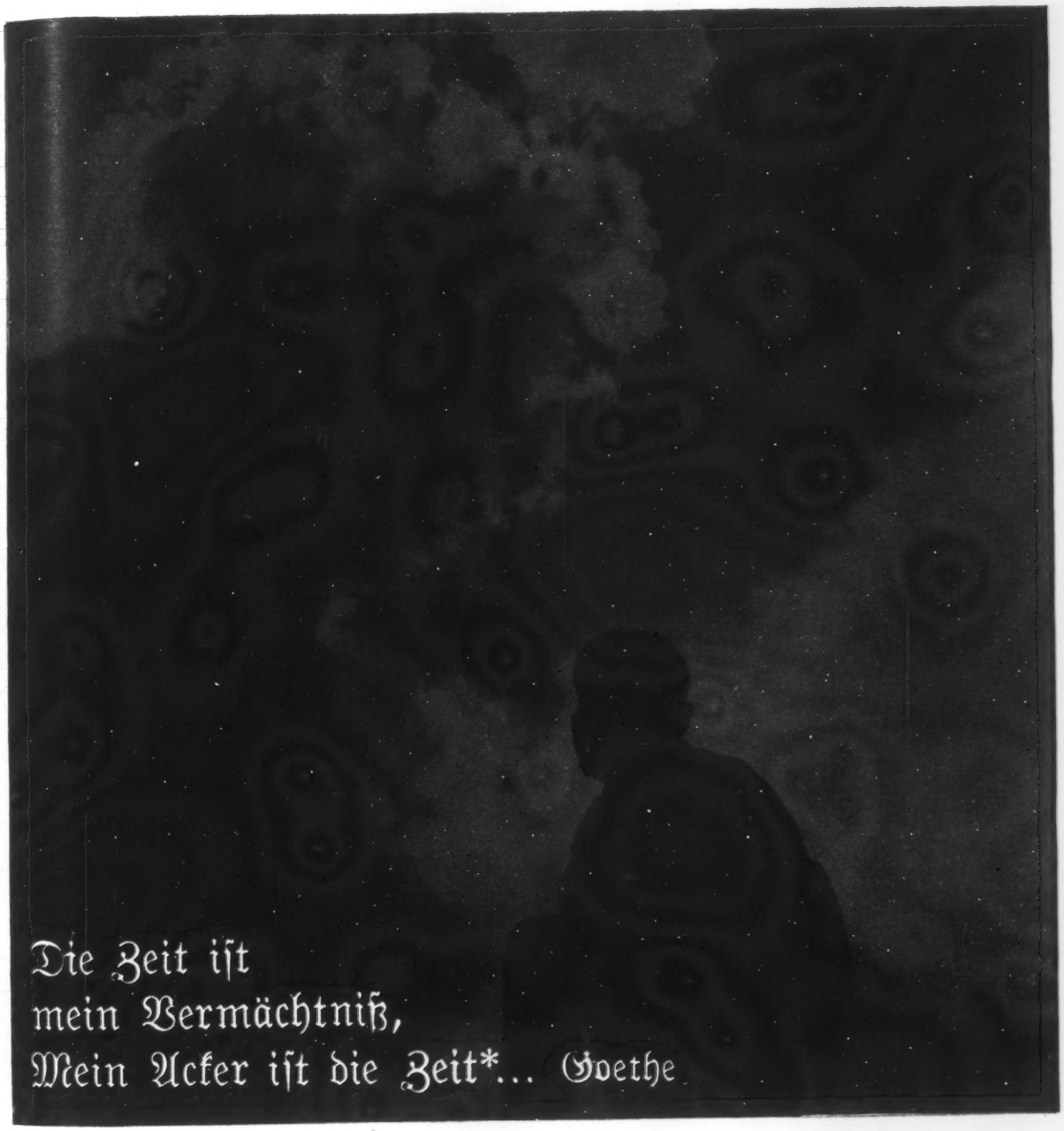
A question for all of us to answer is whether individual agency associations, and media groups and organizations are really missing the *big challenges* of these changing times because of too narrow self-interests.

The WSAAA hopes that this survey and the attention it focuses on the subject will act as a stimulus to further research and study by other associations and groups—both media and agency.

Yet, this survey can well be only a flickering warning light for media, agency, advertiser and consumer of damaging confusion and damaging problems to come . . . *unless* we are concerned sufficiently to do something about this gradual dissolution of one of the best and most productive partnerships ever conceived.

The choice is ours—to take *action.*

Bill Boylhart, president of Boylhart, Lovett & Dean, Los Angeles Headquartered advertising and marketing agency, was born in New York City, attended Columbia, was a company commander in Italy during World War II and entered the business world as a member of the first public relations team of the New York Stock Exchange. He founded the Los Angeles agency in 1950 and in 1954 incorporated with two partners, Jimmy Dean and Bob Lovett, as Boylhart, Lovett & Dean. Mr. Boylhart is currently a member of the board of directors and media relations officer for the Western States Advertising Agencies Assn.



Time is the universal property. Man shares it alike with the animate and the inanimate. It is a dimension in which he participates only, and the measure of his effectiveness is history.

As a medium of communication, that portion of *Time* which we share most immediately with our community is of particular import to us. From Baltimore, WBAL-TV shares daily in the *Time* of some 2,570,500 men, women and children who constitute the Maryland Market. From Baltimore, WBAL-TV participates in the same *Time* dimension as nearly 700,000 television households that exist at this *Time* within our coverage area. From Baltimore, WBAL-TV makes it possible for more members of our community to experience more in, of and from *Time*, more immediately, with more people, than any other medium of communication.

"*Time* is my estate . . ." the philosopher says. It is yours, too, and ours. In Baltimore, you can participate in *Time* wisely through the facilities of WBAL Television 11. The history of our sales success is the measure of our effectiveness.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*Time is my estate, to Time I'm heir . . . Goethe

Who is **REALLY** "Number One" in San Francisco/Oakland...

HOOPER FEBRUARY-MARCH 1960

Some advertisers now delivering their sales messages to the largest number of listeners per average quarter hour in the entire Big Bay Area:

CHEVROLET
KINNEY SHOES
R. J. REYNOLDS
BURGERMEISTER BEER
COCA COLA
GILLETTE SAFETY RAZOR
BEST FOODS

KFWB/LOS ANGELES **KEWB**/SAN FRANCISCO-OAKLAND
KDWB/MINNEAPOLIS-ST. PAUL

CROWELL-COLLIER BROADCASTING DIVISION
"first

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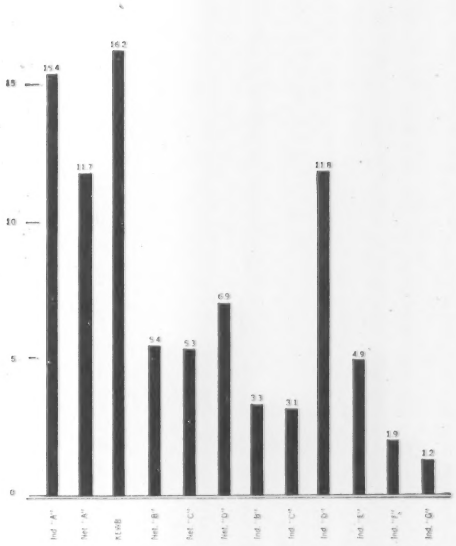
15.2



KEWB presents **the programming that pleases the most people.**

From #8 position in June 1959, KEWB has seen a definite rating up-curve every month.

Now, in the San Francisco/Oakland area . . . Hooper for February-March 1960 shows KEWB as clear-cut NUMBER ONE. Pulse shows KEWB with a 15.0 share, and the most listeners per average quarter-hour.

Make your radio buy based on **current** figures. Buy right in the Big Bay Area. BUY KEWB . . . **first** in San Francisco/Oakland.

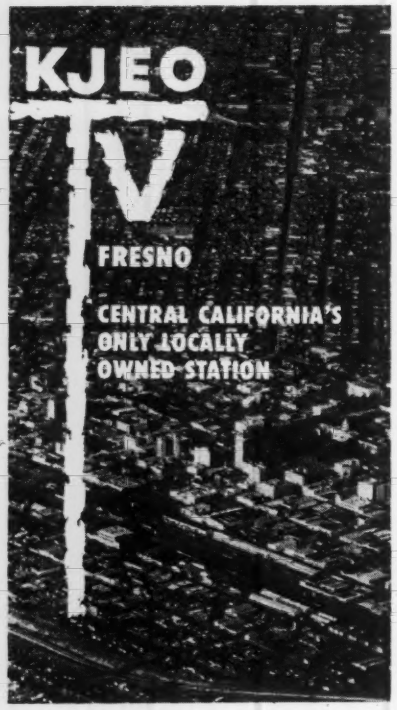
channel 91

my mommy listens to KEW-B

A "Sound Citizen" of San Francisco/Oakland

Milton H. Klein, General Manager
EXbrook 7-2891/TEmplebar 6-0910
National Reps: The Katz Agency, Inc.

DCAST DIVISION
"first in contemporary communications"
ROBERT M. PURCELL, DIRECTOR



ONLY the *only home owned primary network affiliate* can be so at HOME in the *heart* of Central California . . . to program best to get you results *where* they count.*

*Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market *5 of the top 10 network shows.* Add to this *locally 6 of the top 10 syndicated programs* and you know why this market *looks first to KJEO.*
(Source: Current Nielsen)

Check for yourself, KJEO-TV rates are still right with the lowest. See your H-R Representative now for your prime time buys.

channel 47
KJEO
abc for
Fresno, California

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

OPEN MIKE

On Sec. 317

EDITOR: Congratulations on your 317 editorial, (Newspapers please copy, April 18) which I have forwarded to Pete McKnight, editor of the *Charlotte Observer*. Personally, I think it is the most potent verbiage on the subject I have seen to date.—*Charles Crutchfield, Executive vice president, Jefferson Standard Broadcasting Co., Charlotte, N.C.*

EDITOR: Request permission to broadcast your editorial, page 120 April 18 issue.—*Richard Tuck, KBEC Waxahachie, Tex.*

[Permission granted.—THE EDITORS.]

Fm coverage

EDITOR: On behalf of our rapidly growing membership (now over 100 fm stations) and our board of directors, I want to express my sincere appreciation for the wonderful coverage that you have given the growing fm industry in the past, but with particular reference to the treatment at the recent NAB convention. As you know, I have been a member of the Fm Committee of NAB and have been re-elected as president of the fledgling National Assn. of Fm Broadcasters for a second term.

Now that we are solvent and are building a war chest, we will shortly appoint someone who will furnish your excellent book with current facts and figures and information of value to other fm stations who are your subscribers. —*Fred Rabell, President, NAFMB, KITT (FM) San Diego.*

Fm's star

EDITOR: Please send us 24 copies of "Fm's star grows even brighter" and "Fm group plans sales race against am radio." (BROADCASTING, April 11).—*William A. Vaughn, Advertising manager, WYFM (FM) Charlotte, N.C.*

EDITOR: We are most anxious to obtain 200 copies . . . *Eleanor L. Scully, Secretary, Concert Network Inc., Boston.*

EDITOR: Please send 300 reprints.—*William A. Woods, WMHE-FM Toledo, Ohio.*

[Reprints available, five cents each.—THE EDITORS.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

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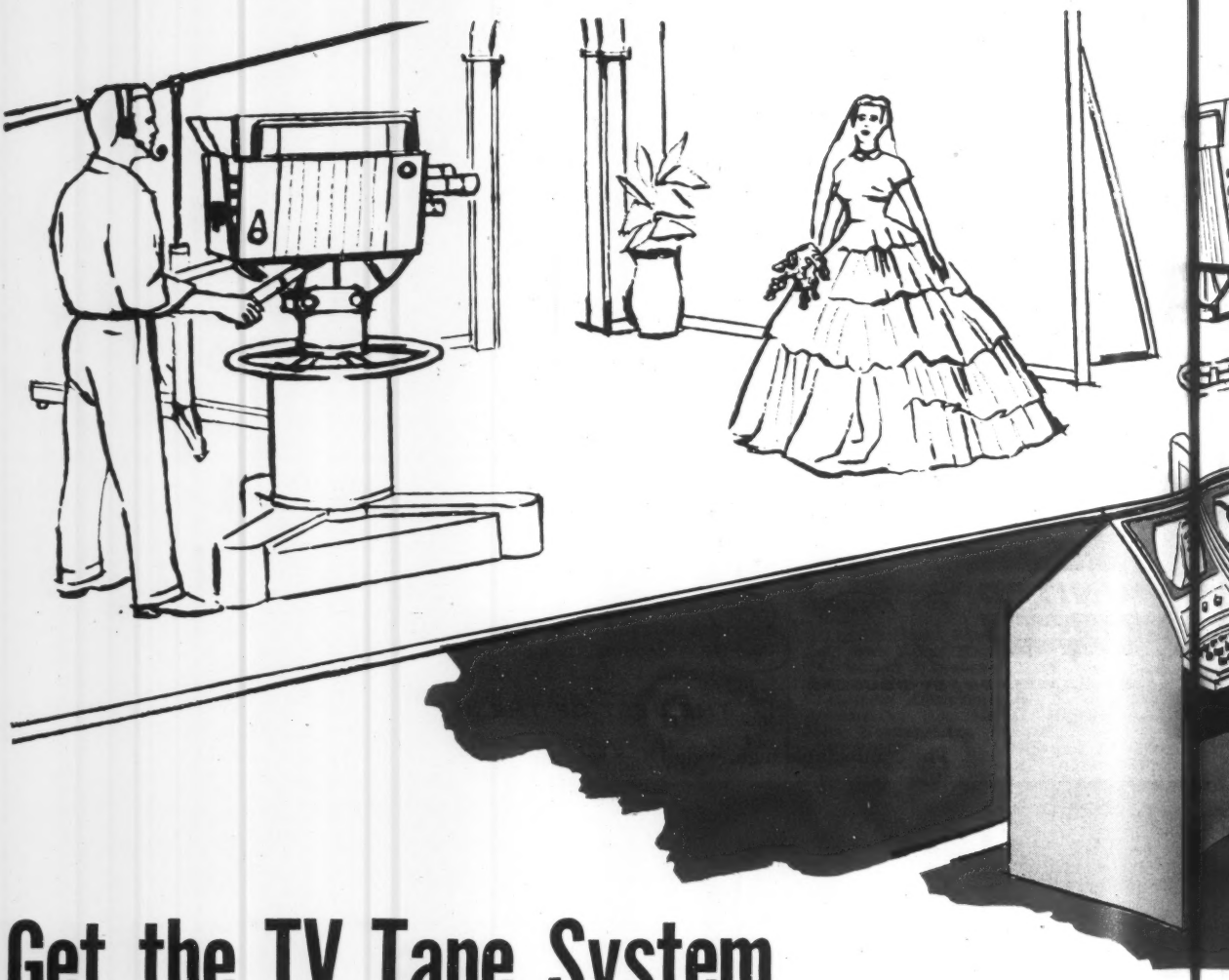

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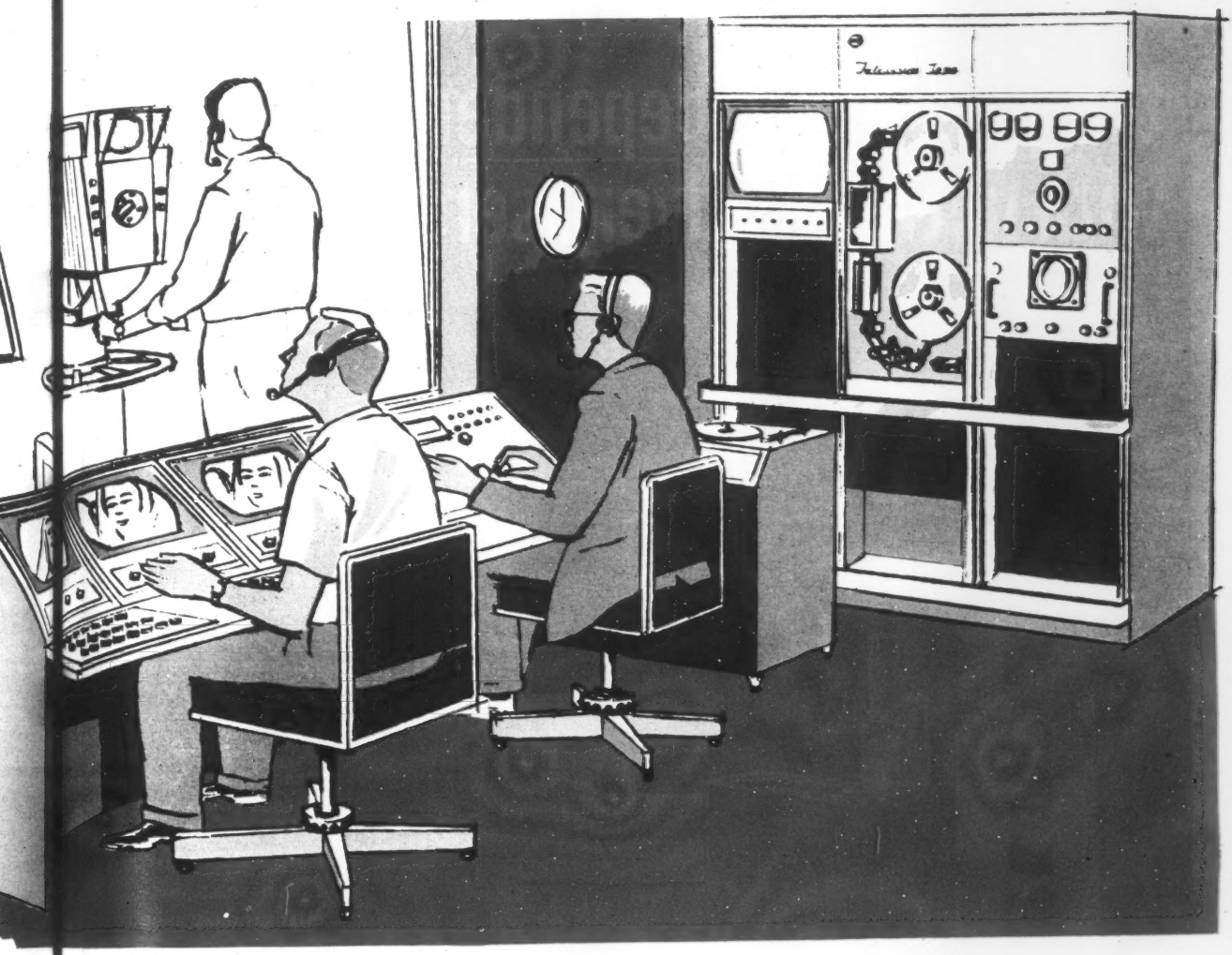

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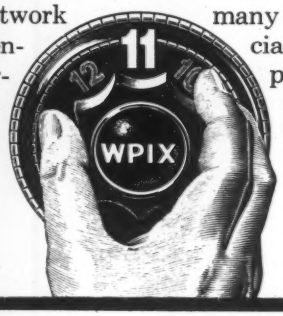

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WPIX *new york*

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 2, 1960
Vol. 58 No. 18

THE HEAT'S ON TV'S SUMMER RATES

BBDO puts pressure on stations and their reps (see below)
JWT cites networks as examples of right pricing (page 28)

BBDO has thrown its weight behind a drive to force reduced television station rates in summer. Its weight is substantial; it spent $29 million in spot tv last year.

The agency last week released a letter it had mailed to all tv stations in the country and then held a special conference with station representatives at its Madison Avenue offices.

Ed Fleri, BBDO's media supervisor of spot broadcast over whose signature the letter was sent, presided at the conference which was held April 28. He told the representatives: "We are not out for rate cutting." He said the agency was making an "inquiry" to find out whether tv station managers "plan to adopt a summer rate card." He said the agency looked upon special summer rates merely as "an additional selling tool for spot television."

BBDO expressed interest in summer rate schedules already announced by several stations including those of Westinghouse Broadcasting Corp. (BROADCASTING, April 25).

It's the agency's thinking that perhaps a nucleus of key stations on the East Coast might be set up with a pattern of favorable rates during the summer period. Such a lineup, according to BBDO, could entice regional advertisers, for example, to place a campaign.

WBC's discount arrangement is called "optional equation plan" that lets an advertiser buy at a 35% discount for 13 weeks beginning June 5. The advertiser, however, forfeits the 52 consecutive-week discount of 20%, dropping back to 15% for non-summer weeks, or about the same expenditure for a year-round advertiser.

The Letter ■ Mr. Fleri's letter, sent to tv station managers, observed that agencies as well as stations and the tv industry "in general" always had looked for ways "to maintain a continuity of advertising and economical contact with markets throughout the year."

The letter continued: "The networks and, more recently, several individual stations have announced their intention to adopt summer rate cards as a step toward this end.

"This seems to us to be a sound move and helpful to the entire industry because—

"1. It will help offset the summer slump in tv billing both at the agency and station levels. 2. It will help the advertisers maintain schedules at reasonable efficiency. 3. It will offer substantial inducement to longer term television commitments. 4. It will tend to relieve the mass buying problems in the early fall and the resultant confusion."

Mr. Fleri said that "several of our clients have expressed interest in this matter." Asked by the station reps to clarify this statement in the letter, the BBDO head spot buyer explained there may well be reason for fall-winter spot advertisers handled by BBDO to start campaigns earlier, perhaps in August if the rate structure became favorable.

Station Reaction ■ Mr. Fleri told newsmen that some 30 stations had replied to the letters (which were sent out over the April 23 weekend) and that about one-third of the replies reported the stations were watching the summer rate trend and "if it became an accepted thing, they also would go to a summer rate."

At the conference with station representatives Mr. Fleri passed around copies of this letter to stations as well as a set of charts showing BBDO's spot billing taking a decided dip during the hot months (see chart this page).

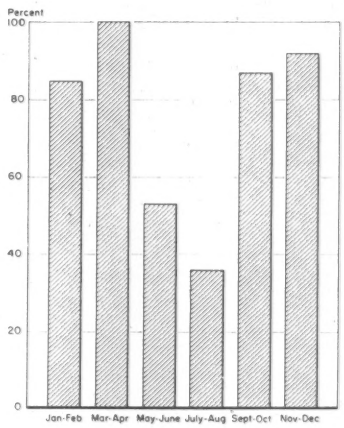
The station representatives raised several questions:

■ Are advertisers flexible enough to take advantage of summer discounts? Assuming that BBDO's suggested plan is feasible for stations, could advertisers revamp budgets that were made perhaps six months in advance of the summer and revise their allocation this late in the game? BBDO's answer to this: The agency would like to feel that there is enough flexibility in the budgets of many advertisers to permit a restudy or overhaul of plans to accommodate the summer schedule.

■ Should advertisers buy spot only by the numbers? Reps said that buying spot time on the basis only of reduced rates was not only dangerous but unrealistic for both the medium and the advertiser. There are—or at least there should be—other considerations than those based purely on cost (audience composition, cumulative audiences, type of station plan used, marketing objective and the plusses of sight, sound and motion).

■ What's the incentive? The reps wondered what the station could get out of this aside from decreased revenue (via lower rates). This is the toughest question for BBDO to answer. The agency said only that it was probing, not demanding, and Mr. Fleri referred to the probable plusses as enumerated in his letter. Mr. Fleri said it was the agency's thinking that the inducement might bring advertisers into their fall spot buying as much as four weeks

Why BBDO wants summer buildup



The sad sag in summer television spot billings at BBDO is reflected in the chart above. The agency last week released comparative tv spot billings for bi-monthly periods during 1959. The March-April period was the highest of the year, shown here as 100%. The skid from that level to the July-August low (36% of the peak bi-monthly volume) is evident.

earlier than they had been starting it.

Prime Time Drop ■ It was the agency's belief, as enunciated by Mr. Fleri, that the 7:30-9 p.m. time period on the average indicates the largest drop in viewing, and while he would hesitate to suggest any such move by the stations, he would think it logical that special rate attractions would fall into these periods.

Some reps immediately voiced the possibility that tv stations might wish to counter the demand for more attractive summer rates by increasing winter period rates and keeping summer at present levels. As one expressed it, "Then you'll have your summer discount structure."

In answer to a question, Mr. Fleri told the reps he thought the summer rate plan would be of interest to all advertisers that use tv except those with seasonal products.

Networks have cut; stations should too

Summer business methods of tv networks will cost stations "more business than usual this year," according to Edward R. Fitzgerald, broadcast media manager and senior timebuyer of J. Walter Thompson Co., Chicago.

Addressing the annual meeting of Ohio Assn. of Broadcasters, held April 29 at Youngstown, he said the new pricing will cost stations some of their spot advertising.

"Our researchers tell us that one late evening half-hour we were considering declined 27% in audience for June and July under December and January," he said. "Yet look what the tv networks will do for us in extra facilities discounts alone for this same time, and this ignores lower program costs in hot months, sometimes down to zero for the 52-week program backer:

"ABC-TV—Up to 42% in extra discounts for every week advertisers 10:30-11 p.m.

"CBS-TV—A 35% discount on summer program time costs for the all-year advertiser in this time period. They go as high as 45% off in earlier hours.

"NBC-TV—Up to 35%.

"Call it rate-cutting, business-buying, guaranteed circulation, or whatever, this style of pricing costs you spot business—and the inducements are bigger than ever now."

Mr. Fitzgerald asked rhetorically, "What's the answer?"

"Think it over like your competitors have," he said. "We've just received word that the Westinghouse tv stations have announced what they call 'The Optional Equation Plan'—maybe it's a start in the right direction.

Follow The Sun ■ "Individual stations may look artificially high in summer, and low in winter, while the networks sell their wares easily. And perhaps radio's card should follow the sun—higher in summer, lower in winter. Radio Advertising Bureau has just released a brochure called 'Summergram' which predicts that radio will deliver a bigger audience than tv again this summer. For eight weeks from July 2 to Aug. 27, 1959 A. Sindlinger & Co. found radio's adult audience size leading television consistently. Listening posts for radio are established at the beaches, parks, picnic grounds and even aboard 70% of our boats. Network television gets very expensive if you consider winter only."

Mr. Fitzgerald reminded that "time is worth money to the agency, too." He said the agency can spend 45 minutes working out a minor item where a discrepancy may be only $2. "And we don't go for interruptions you wouldn't impose on your other salesmen," he said. "The 'What's 7-Up doing in Zanesville' or 'Schlitz in Akron' questions should be answered before you arrive," he said.

JWT would appreciate more sales research help that doesn't have to be redone because of slight inaccuracies and questionable sources, he said, adding "We want material that can be used directly, without question, no hooks."

He cited other time-wasting data received from broadcasters:

"Some mail pull maps, especially where we have more authoritative coverage.

"Brother-in-law letters from dealers, where they are obviously dictated by station men.

"Some research that tends to play up 'tops.' Now No. 1 position doesn't always qualify a station or

PDQ SALE RESULTS
Saturation campaign pays off for Mercury

When a company has 23 sales districts across the country and one of them skyrockets from a rank of 18th in sales to first place from one month to the next, that's getting ahead pretty darn quick.

In the case of the Mercury dealers of the Los Angeles District, which encompasses Southern California, all of Arizona and Las Vegas, Nev., the PDQ results were brought about by a PDQ campaign combining saturation radio and newspaper advertising, starting right after New Year's Day and running until mid-February.

"The basic idea of the PDQ campaign, of course, was to stimulate car buying—Mercury buying, that is—in the usually slow post-holiday season," L.J. Sholty Jr., account executive on Mercury at Kenyon & Eckhardt, Los Angeles, explains.

"We planned to do this by stressing three points. First was *price*, especially important following Mercury's move into a new price field. Next was *deal*, emphasizing that Mercury was in a dealing mood, ready to consider any terms the customer proposed. Finally, *quality*, to get over the fact that the 1960 Mercury had the highest quality in the car's history, and in every way —workmanship, styling and performance.

Saturation ■ "We recommended bold use of radio—1,000 spots a week in the Greater Los Angeles area, 300 in San Diego, 250 in Phoenix and correspondingly fewer in the smaller markets, but a sufficient number in all markets so that no one with a radio in any of them could fail to hear at least one spot a day and probably a great many more. Our original thought was to use about 10,000 spots in a four-week period. We wound up with nearer 15,000, stretched over six weeks. The increase was due in part to the enthusiasm of dealers over the success of the campaign in its early stages, which encouraged them to use some of their own money to buy more radio time locally, so that more spots could be broadcast than the number provided for by the group budget.

"The newspaper campaign was planned to include five ads, starting a week before the radio barrage and augmenting radio's oral impact with the visual appeal of pictures of the new Mercury. The ads were scaled by market size, 1,500-line ads in the largest cities, 1,000 lines in B markets and 800 lines in C markets. The factory changed the copy of four newspaper ads of its own to tie into the PDQ theme, bringing the total of PDQ newspaper ads to nine in each market.

"The PDQ theme can probably best be presented as it was on the air, in a one-minute spot that opened with the following jingle, sung by two voices:

GIRL: See the Mercury for '60 PDQ
BOY: Pretty darn quick
GIRL: See the Mercury for '60 PDQ
BOY: Pretty darn quick

reveal the significant facts that our own appraisal, or the representatives counseling us find either, for that matter, to influence our final judgments and decisions.

"Negative propaganda, including monitored tapes or logs of competitive stations; very often this is sour grapes.

"Actually, though, there isn't too much material we receive that is of no value at all.

"We even find a value in mail still addressed to my predecessor who died in 1948."

Source of Concern ■ Mr. Fitzgerald scored the new Station Representatives Assn. policy against divulging of broadcast schedules and other plans of competitive advertisers (BROADCASTING, Feb. 1). As predicted, the policy has proved a source of concern in agency and advertiser circles. SRA took the action after a poll of its membership.

As an example, J. Walter Thompson's Chicago office wrote Lawrence Webb, SRA managing director, expressing "distress" and claiming the policy "deprives us and advertisers of much-needed information" as well as representatives themselves, according to Mr. Fitzgerald.

JWT'S FITZGERALD

Mr. Fitzgerald told OBA delegates that the policy of not disclosing data on competitive broadcast schedules poses a "severe handicap," particularly as it involves radio campaigns.

All tv rates make Houston nervous

While two agencies, BBDO and J. Walter Thompson, were concentrating their attacks last week on summer television rates, a third warned that all tv rates were getting out of hand.

MR. HOUSTON

Bryan Houston, president of Fletcher Richards, Calkins & Holden, New York, issued the warning at the 14th Annual West Coast Meeting of the Assn. of National Advertisers at Pebble Beach, Calif.

Mr. Houston said some people had predicted that scandals would kill television. That won't happen, he said. The "demise of tv will come . . . as a result of tv pricing itself right out of your budgets."

The agency president complained of "nervousness when I start to figure out the cost of reaching some cities and then try to justify the cost in terms of efficiency, sales and that beautiful word—profit."

He said that "in some—certainly not all—such instances, this cost is indeed difficult to justify with simple economics alone."

BOTH: It's the price—low; the deal—high;
The quality—good reasons folks are buyn'
GIRL: Mercury. See the Mercury for '60 PDQ
BOY: Pretty darn quick
GIRL: ooh . . . . . .

A short hard sell commercial urging listeners to head for their Mercury dealers right now to get the greatest money-saving deal in years was sandwiched between the spot's musical opening and its closing also sung by the boy and girl:

BOTH: So come in some time today
GIRL: Take one look and you will drive it away
See the Mercury for '60 PDQ
BOY: Pretty darn quick
GIRL: See the Mercury for '60 PDQ
BOY: PRETTY DARN QUICK
GIRL: Like now!

Success ■ "We were out to make an impression—and we succeeded," Mr. Sholty says. Interviews with more than 100 Southern Californians at the end of the campaign found 40% who remembered the commercials, particularly the jingle with its PDQ—pretty darn quick theme, with no aid from the interviewer. When a recorded spot was played for them, 55% of the interviewed individuals remembered hearing it before.

The dealers were as much impressed by the PDQ campaign as the public was, Mr. Sholty reports. When 34 owners and managers of Mercury agencies were interviewed, better than 80% called the spots "excellent." More important, 79% of these dealers reported that the PDQ campaign had produced an increase in Mercury sales: 9% credited the campaign with increasing sales "very much," 53% "moderately" and 17% "slightly." Of the rest, 6% said they had noticed no effect on sales and 15% said they didn't know whether there had been or not. No dealer felt there had been any decrease in sales caused by the PDQ advertising.

Throughout the entire district, sales of new Mercurys rose more than 30%, from about 900 in December to about 1,200 in January. In February, when the PDQ ads were used only during the first two weeks, Mercury sales dropped to about 1,150 for the district, which ranked fourth in the nation for that month. Meanwhile, Mercury dealers in eight other districts had adopted the PDQ format for advertising campaigns of their own.

New product success even before ads start

They call it Wash Up. But the new product (a moist towelette) is off to a fast start and a television success a month before its advertising gets on the air.

These are the ABC's of how to take a new product, a limited budget for the first market and get virtually all outlets to stock it before any advertising appears. At least, this is how manufacturer Lensclean Inc. and its agency, Fladell-Harris Co., both New York, did it.

Last winter they looked around for a broadcast "buy," finding one in the documentary, *The Russian Revolution*, produced and syndicated by WPIX (TV) New York and already run twice by that station. It was bought for Wash Up and scheduled May 19.

Between buying television and getting Wash Up on the shelves, manufacturer and agency drew up a careful sales plan to capitalize on the investment. Salesmen went to call on druggists, armed with a printed presentation, describing the coming Wash Up campaign and backed up by a detailed sales-promotion-merchandising array, a specialty of the Fladell-Harris house.

Other components of the campaign: a follow-up of 130 minute spots throughout the WPIX schedule placed during spring and summer; radio time on two personality shows over WOR New York, later support in newspapers. One of the promotional extras is a mailing to 5,000 public school educators to call student and family attention to Wash Up's sponsorship of *The Russian Revolution*.

The promotion has been so successful with druggists that a national campaign is planned, according to Lensclean sales manager Irving Goodman.

WHO'S TO BOSS NETWORK SHOWS?

Agencies think they're being pushed around by tv networks and they're figuring how to beef up their negotiating power

Top television advertisers and their agencies are resisting network control over shows and the time periods in which programs are placed.

The latest move toward establishment of a better bargaining position with the networks comes from a major advertising agency—Benton & Bowles, now billing at an annual rate of about $74 million in the broadcast media.

Lee Rich, newly-appointed vice president in charge of media and programming, a post created specifically by the agency in an attempt to strengthen its negotiating hand with the tv networks (WEEK'S HEADLINERS, April 25), outlined the agency's point of view in an exclusive interview last week. It was his first public statement since assuming authority over both media and programming.

Mr. Rich pointed to the current climate of growing network control over shows and time periods, intimating that this area was one in which the advertiser and agency should strive for a better relationship.

The give-and-take between advertiser and network, once a trademark of network sponsorship, has declined considerably, Mr. Rich says. "Negotiation," he reflects, "is rapidly becoming a lost art today."

Right To Be Heard ■ It's Mr. Rich's contention—and he's supported by officials in other tv-heavy agencies—that advertisers do not seek to wrest program control from the networks. Rather, he explains, the major tv agency, such as Benton & Bowles, seeks the right to be heard once a client has expressed interest in a particular program and brings it to a network for scheduling.

In the reality of everyday relationships between agency and network, Mr. Rich continues, this is what has happened: The network has an unlimited checkbook to wrap up new shows (through option) well in advance of a new fall season and then programs an evening's schedule with proposed shows. Only then in most cases does it offer the advertiser an opportunity to buy an existing show .

But, counters Mr. Rich, the advertiser may have an option on a show of its own which it feels has merit. The network may even agree. But inevitably the question arises, "But where can we put it?" Oftentimes the spot in the schedule is already spoken for.

In Mr. Rich's view the advertiser, which through its departmental and agency tv specialists has much the same access to potential properties and similar know-how, is blocked from the creative area of suggesting shows that agency executives believe would serve the viewer's interests by providing him with the opportunity to obtain "the best of available program material."

Pattern That Hurts ■ Mr. Rich would question the principle only in part. It's the practice that appears to be forming a pattern among the networks that irks the agency negotiator. There is the position that in effect bars advertiser-developed shows because the programs are not controlled (licensed) either in part or in whole by the network. The inference is plain, therefore, that sometimes the networks are inclined to turn down programs because they are not network-owned or controlled regardless of an agency's or advertiser's estimate of the potential, Mr. Rich says.

This practice leaves the agency in a position only of negotiating for available time rather than shows or for desirable time periods. The advertiser's free choice becomes limited and must conform to a network's planning of a full night's schedule. Helping the networks, from this point of view, is the current network prosperity; it's a seller's market.

Mr. Rich is not alone. Others in the agency field have expressed themselves along this line. C. Terence Clyne of McCann-Erickson and Dan Seymour of J. Walter Thompson, for example, are top agency negotiators in television. Mr. Clyne is on record as being directly opposed to network dominance over programs, feeling that such control narrows the field from which new, fresh and creative program ideas can come.

In an effort to strengthen its hand in national tv, Benton & Bowles has taken the path of a centralized authority within the agency. It has invested in Mr. Rich's new office what the agency's president, Robert E. Lusk, has described as "centralization of authority to negotiate, to decide and to commit the agency for both programs and time periods with package producers and network principals."

The Benton & Bowles move fits its past history. The agency claims leader-

Resistance movement ■ The determination of some major agencies to turn back the trend toward network control over programs and program placements was exemplified in Benton & Bowles' appointment of Lee Rich (above) as vice president in charge of media and programming. This is a new job which the agency thinks will carry enough prestige to put Mr. Rich in a position to bargain with the top brass at television networks.

PEOPLE work–play–*LIVE* by RADIO!

WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa *PLUS!*" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
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Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

ship in "tv show ideas" and has created programs such as the *Ann Sothern Show* and *December Bride*, both forerunners in situation comedies. "We and our clients called a trend," Mr. Rich asserts.

For the next season B&B still has a formidable lineup of programs created by its clients and the agency—not the networks. These include the new *Andy Griffith Show* for General Foods, and *Danny Thomas* and *Ann Sothern*, both fully or partly sponsored by General Foods, and the new *Peter Loves Mary* for Procter & Gamble as well as the *Rifleman*, an existing P&G program.

Team Member ■ Mr. Rich, who has been the agency's media head for the past three years, was a member of the team that developed these tv properties. He's also credited with spearheading Benton & Bowles' drive of the past few years against triple-spotting and program clipping by stations ("a situation that's cleaned up as far as we are concerned," he notes).

There's risk in an agency's being willing to commit to a show on its own, Mr. Rich says. There are 150 to 200 pilots offered in advance of the "average season," he continues, and if an agency programmer makes a mistake "it's a real mistake." The average half-hour show over a 52-week period represents an advertiser investment of some $5 million in time and talent. Often the agency selecting a pilot finds it has a "great pilot but nothing else" necessitating changes in the show and even a re-make of the pilot.

An advertiser and its agency in tv today, Mr. Rich continues, must use "greater care and greater selection." They must be "sure of quality" but yet proceed with speed in negotiating for time period and optioning a show. There's often "10 guys in line for a program sight unseen," he observes.

Despite these problems, Mr. Rich emphasizes the advertiser's problem is not solely finding or developing a show but rather determining what to with it once an option has been taken on the program.

Mr. Rich sees no hope for agencies effecting local clearances for programs turned down by the networks. It may work for the one-shot program, he observes, but it's unrealistic for the series to be telecast on a regular basis.

At Benton & Bowles, Mr. Rich, who started with Lord & Thomas as a time-buyer before World War II, works closely with Oliver Barbour, vice president in charge of tv and radio programming; Grant Tinker, vice president and director of programming, and Hal Miller, a media vice president who also becomes manager of the media department. The media department numbers about 100 people, programming has approximately 85. How much time do media people devote to broadcast media? It varies by product, of course, but is often related to the proportion of the product's expenditure in broadcasting. (B&B's broadcast billing comes to some 65% of the total.)

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week April 21-27 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 21	Untouchables (9:30 p.m.)	ABC-TV	32.9
Fri., April 22	77 Sunset Strip (9 p.m.)	ABC-TV	19.1
Sat., April 23	Gunsmoke (10 p.m.)	CBS-TV	28.1
Sun., April 24	Great Mysteries (10 p.m.)	NBC-TV	22.9
Mon., April 25	June Allyson (10:30 p.m.)	CBS-TV	20.5
Tue., April 26	Red Skelton (9:30 p.m.)	CBS-TV	23.4
Wed., April 27	Wagon Train (7:30 p.m.)	NBC-TV	26.5

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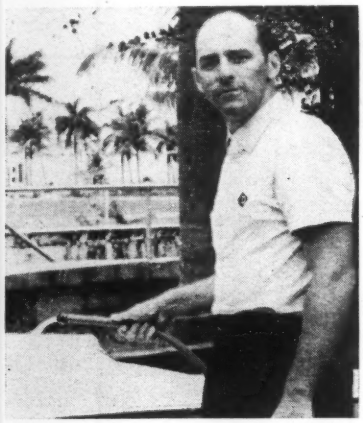


Double play ■ The story's the same, only the players have been changed to protect local loyalties. For Pittsburgh viewers, it's Dick Groat, (r) Pirate shortstop, who sings the praises of Ford cars; in Boston, Red Sox first baseman Vic Wertz (1) is seen extolling the virtues of Fords. The idea was originated by J. Walter Thompson. The Ford Dealers District Assns. of Pittsburgh and Boston had signed to sponsor the games of their hometown big-league ball clubs. Both are JWT clients and asked the agency to come up with unusual commercials that would have a local angle as well as product appeal.

Ray Leicht, chief of Thompson's Ford dealer tv copy group, ordered a series of eight scripts, each to revolve around a baseball star and local announcers to be shown between innings. Each script was then filmed twice—once at the Red Sox winter headquarters with a star of that team, the other featuring a Pirate player. Thus the scripts did double duty, and the fans got what seems a custom-made appeal from a local idol.

Agency appointments

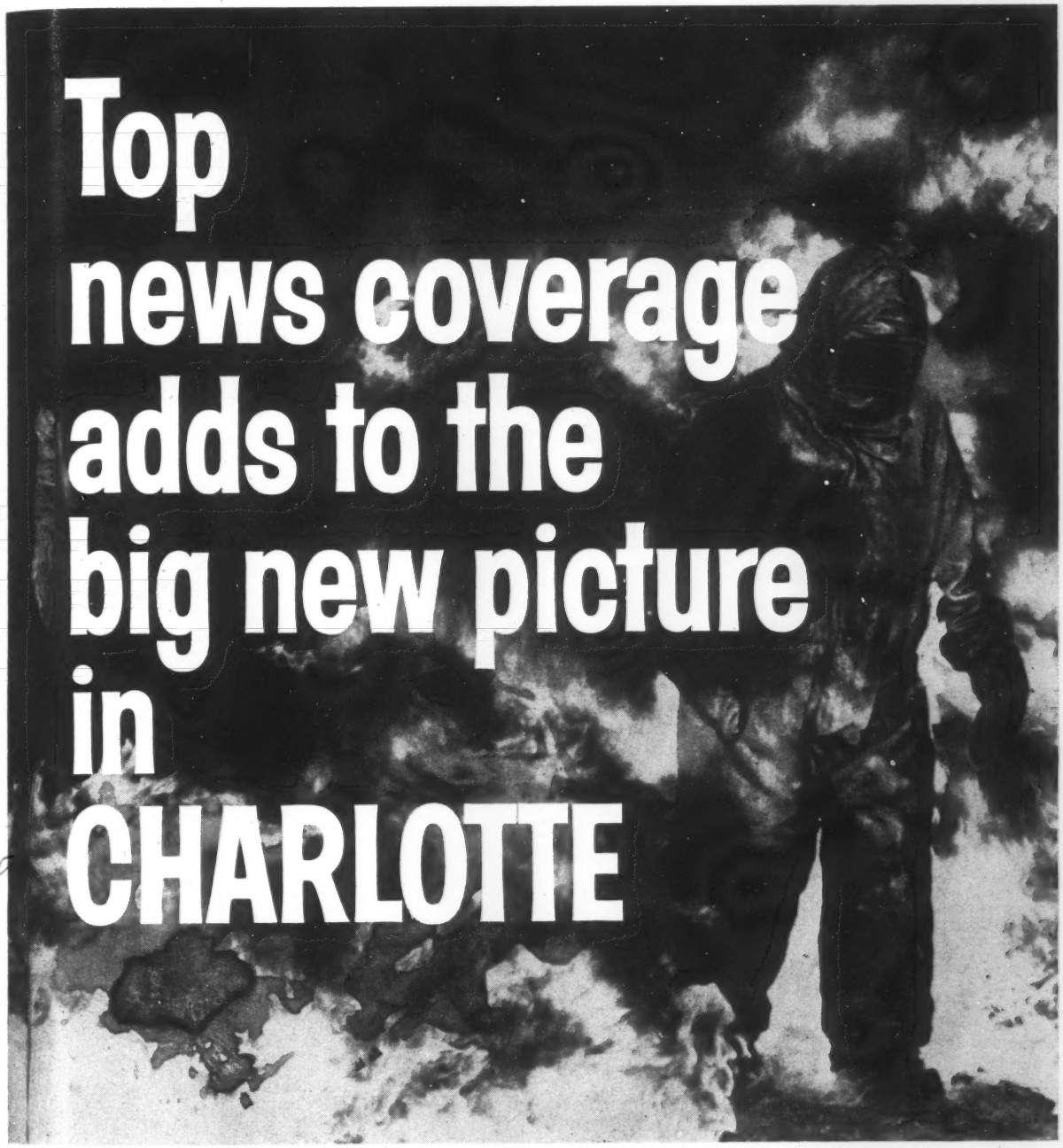
■ Dad's Nesbitt Bottling Co., L.A., appoints Recht & Co., that city. Media plans will be announced.

■ Rival Packing Co. Div. of Associated Products (Rival dog food, cat food, Wagtail dry dog food), N.Y., appoints Needham, Louis & Brorby to handle its account, effective immediately. Advertising previously was serviced by Guild, Bascom & Bonfigli.

■ Glamorene Inc. (Glamorene rug cleaner, other products), Clifton, N.J., appoints Dunay, Hirsch & Lewis, N.Y., as its agency. Company formerly was handled by Jules Power Productions Inc., N.Y. Glamorene is a radio-tv user.

■ WMAR-TV Baltimore appoints New hoff-Blumberg Adv., that city.

■ Lanvin Parfums Inc., N.Y. (importers of Arpege, My Sin, Pretexte, Scandal and Rumeur perfumes, toilet waters, dusting powders, bath requisites), has appointed the New York office of North Adv. Inc. as its advertising agency, effective May 15. Elizabeth Newitt will be account executive.



Fifteen network feeds by WSOC-TV within a recent 12-weeks period speaks for the stature of this station's news staff. Ivy Bluff prison break, drama in the snow, Bolivia plane crash, mass sit-down arrests... wherever news breaks in the Carolinas, WSOC-TV is there! Here's another reason why your best buy in Charlotte is WSOC-TV... one of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

TV JANUARY GROSS OF $57.7 MILLION

That's $5.7 million more than year ago; P&G top spender

Each of the top 15 advertisers in network television spent more than $1 million gross in January, and of this number, five had $2 million or more each in gross billing. Procter & Gamble's more than $3.6 million headed the list, with American Home Products and Lever Bros. placing $2.8 million and $2.4 million respectively.

This heavyweight spending occurred in a month in which network billing totaled over $57.7 million gross (one-time rates), or about $5.7 million above the mark of January 1959. The estimates come from Television Bureau of Advertising based on compilations by Leading National Advertisers-Broadcast Advertiser Reports.

American Home Products' network push included the top two brand advertisers—Anacin tablets and Dristan cold remedy—both of which spent in the $900,000 category.

A No. 3 brand leader—Phillies cigars (Bayuk Cigar Co. of Philadelphia)—highlighted the activity of advertisers of tobacco products (cigars and cigarettes). These advertisers took 7 out of the 15 places among brand advertisers leading in estimated gross time purchases on the networks in January.

While the usual blue-chips in network tv purchased time in the big figures, advertisers in lesser product classifications showed gains in the monthly comparisons:

Gasoline was up from $263,901 to over $1.1 million. It was not a sudden spurt however, as this category showed steady improvement through 1959. Apparel-footwear increased from $115,323 to $238,680; beer-wine from $499,713 to $860,630; insurance from $688,200 to $928,430 and confectionery-soft drinks from $1.2 million to $1.7 million.

TOP 15 NETWORK COMPANY ADVERTISERS
JANUARY 1960

1.	Procter & Gamble	$3,652,264
2.	American Home Products	2,853,609
3.	Lever Bros.	2,458,332
4.	General Motors	2,137,010
5.	Colgate-Palmolive	2,086,665
6.	General Foods	1,777,778
7.	Sterling Drug	1,322,687
8.	Liggett & Myers Tobacco	1,274,524
9.	R. J. Reynolds Tobacco	1,244,960
10.	Gillette	1,209,715
11.	General Mills	1,179,505
12.	Ford Motor	1,098,101
13.	Philip Morris	1,066,890
14.	Chrysler	1,041,150
15.	Kellogg	1,026,039

LNA-BAR: Gross Time Costs Only

TOP 15 NETWORK BRAND ADVERTISERS
JANUARY 1960

1.	Anacin tablets	$910,403
2.	Dristan	909,639
3.	Phillies cigars	872,789
4.	L&M cigarettes	626,084
5.	Winston cigarettes	555,666
6.	Bayer aspirin	550,670
7.	Colgate dental cream	542,516
8.	Gillette razors & blades	536,503
9.	Pall Mall cigarettes	527,239
10.	Chesterfield cigarettes	519,053
11.	Kent cigarettes	496,154
12.	Tide	492,607
13.	One-A-Day vitamin tablets	486,083
14.	Chevrolet passenger cars	433,954
15.	Salem cigarettes	414,109

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

	January 1960	January 1959
Agriculture & farming	$ 194,780	$ 154,340
Apparel, footwear & accessories	238,680	115,323
Automotive, automotive accessories & equipment	4,423,706	3,883,707
Beer, wine	860,630	499,713
Building materials, equipment & fixtures	183,439	170,835
Confectionery & soft drinks	1,709,985	1,232,794
Consumer services	519,945	445,674
Drugs & remedies	7,966,076	6,925,426
Food & food products	10,115,759	10,831,161
Freight, industrial & agricultural development	56,690	—
Gasoline, lubricants & other fuels	1,173,122	263,901
Horticulture	75,350	4,778
Household equipment & supplies	2,107,789	1,932,062
Household furnishings	229,003	302,703
Industrial materials	2,038,730	1,717,936
Insurance	$ 928,430	$ 688,200
Jewelry, optical goods & cameras	790,853	617,285
Office equipment, stationery & writing supplies	149,376	260,656
Publishing & media	7,316	—
Radio, tv sets, phonographs, musical instruments, accessories	378,967	472,055
Smoking materials	7,302,465	6,764,133
Soaps, cleansers & polishes	5,837,052	5,453,269
Sporting goods & toys	167,463	202,343
Toiletries & toilet goods	9,334,033	8,444,631
Travel, hotels & resorts	174,945	168,346
Miscellaneous	791,685	524,881
TOTAL	$57,756,267	$52,076,179

LNA-BAR: Gross Time Costs Only

A further look at tv's network & spot gross for '59

The Television Bureau of Advertising's second annual tabulation of advertiser classifications reveals that 28 of the 32 major categories in national, network and regional spot television showed increases in 1959. Gross time billing in network and national and regional spot tv was placed at more than $1.23 billion (BROADCASTING March 28), as compared with almost $1.08 billion in 1958.

Following are the total network and national and regional tv investments for 1958 and 1959 and the percentage changes:

	1958	1959	% Change
Agriculture	$1,378,154	$3,574,871	+159.4
Ale, Beer & Wine	50,502,987	54,555,256	+8.0
Amusements, Entertainment	771,616	1,363,393	+76.7
Automotive	58,840,855	65,031,388	+10.5
Building Material, Equipment, Fixtures, Paint	17,675,494	19,081,057	+8.0
Chemicals Institutional	404,969	928,864	+129.4
Clothing, Furnishings, Accessories	17,215,439	22,896,159	+33.0
Confections & Soft Drinks	40,254,724	45,584,990	+13.2
Consumer Services	26,325,054	35,705,326	+35.6
Cosmetics & Toiletries	126,107,799	131,096,620	+4.0
Dental Products	$ 34,330,671	$ 38,254,131	+11.4
Drug Products	98,224,639	123,449,521	+25.7
Food & Grocery Products	243,515,420	275,180,125	+13.0
Garden Supplies and Equipment	880,638	1,106,345	+25.6
Gasoline and Lubricants	27,979,209	32,831,894	+17.3
Hotels, Resorts, Restaurants	521,705	606,885	+16.3
Household Cleaners, Cleansers, Polishes, Waxes	46,098,594	69,313,146	+50.4
Household Equipment—Appliances	18,996,479	20,138,110	+6.0
Household Furnishings	5,353,509	7,628,772	+42.5
Household Laundry Products	76,237,980	79,443,410	+4.2
Household Paper Products	15,153,884	16,816,812	+11.0
Household General Notions	10,257,185	13,142,952	+28.1
Pet Products	415,720	681,292	+63.9
Publications	11,665,699	14,395,339	+23.4
Sporting Goods, Bicycles, Toys	1,559,069	705,593	−54.7
Stationery, Office Equipment	5,209,243	7,955,414	+52.7
Television, Radio, Phonograph, Musical Instruments	2,834,817	1,476,604	−47.9
Tobacco Products & Supplies	11,495,606	7,000,721	−39.1
Transportation & Travel	93,443,822	106,659,190	+14.1
Watches, Jewelry, Camera	5,641,358	5,036,861	−10.7
Miscellaneous	20,550,151	21,314,277	+3.7
	8,517,912	9,959,212	+16.9

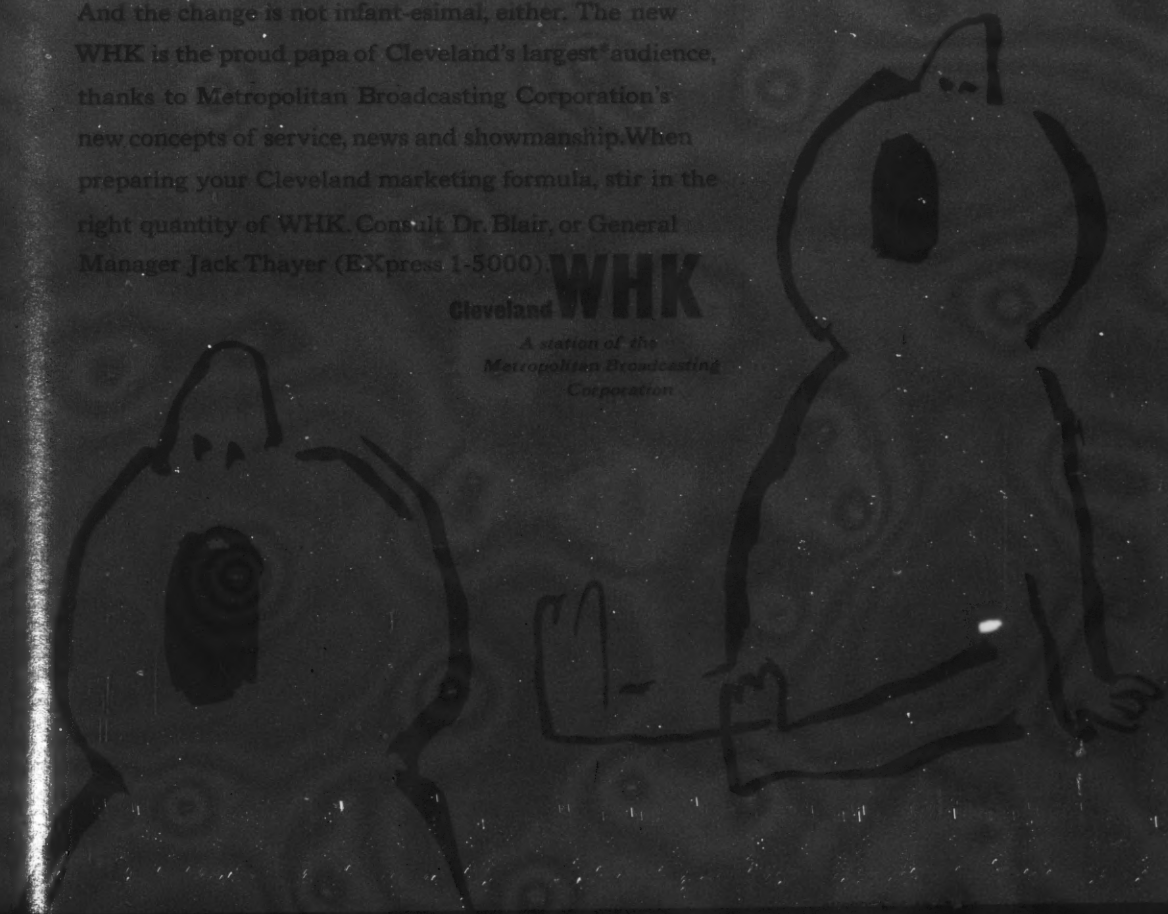
In Cleveland, particularly...

LISTENING HABITS HAVE CHANGED!

And the change is not infant-esimal, either. The new WHK is the proud papa of Cleveland's largest audience, thanks to Metropolitan Broadcasting Corporation's new concepts of service, news and showmanship. When preparing your Cleveland marketing formula, stir in the right quantity of WHK. Consult Dr. Blair, or General Manager Jack Thayer (EXpress 1-5000).

Cleveland **WHK**

A station of the Metropolitan Broadcasting Corporation



AD DEFENSE LAGS

Congressman tells admen to fight back

With the confidence of the American public in advertising at stake, the advertising fraternity has been strangely laggard in defending itself against attacks at all levels of government, Rep. Bob Wilson (R-Calif.) told the 10th annual conference of the Western States Advertising Agencies Assn., meeting April 21-24 in San Diego, Calif.

"Advertising is being undressed publicly in Washington," Rep. Wilson declared at the Friday banquet. "It is time we express some righteous indignation at such treatment. No reasonable person objects to fair-minded inquiry into the activities of a large segment of our economy, but our profession is the victim of a witch hunt that would make Salem green with envy."

As the only advertising man in Congress (he retains his partnership in the San Diego agency, Champ, Wilson & Slocum), Rep. Wilson declared that he was amazed at the apparent apathy of advertising in the face of a fight for life against "encroaching legislation and bureaucratic rulings," not only in Washington but in the state capitals and city halls of the nation as well. "We are in trouble and we in advertising had better do something about it," he warned his colleagues.

The public's image of advertising is already deteriorating in the West according to a survey conducted by WSAAA in March, under the direction of Bill Boylhart of Boylhart, Lovett & Dean, Los Angeles. (See Monday Memo, page 18.) Even more alarming was the revelation that the majority of both media and agency executives feel that the management of their clients, the leading businessmen of the West, are not fully convinced of the value of advertising in their operations.

The Respondents ■ About 100 agency executives and approximately the same number from media answered the questionnaire. A consensus of both groups shows that improvement is needed in agency-media relations if advertising in the West is to be successful in meeting the challenge of the expanding market foreseen for the years immediately ahead. In reporting on the study, Mr. Boylhart noted that both agency and media people agree on the need for a better exchange of information between them that would lead to a better understanding of the other's part in the advertising picture.

"There's a strong trend among both media and agencies to go their own separate ways, without any seeming ef-

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT **KPIX, SAN FRANCISCO**

MOST LOCAL LIVE SHOWS OF ALL SAN FRANCISCO TV STATIONS

And that's not all! ■ Most newscasts of all San Francisco TV stations ■ Only over all rating gain scored by a San Francisco TV station in 1959 ■ Most total advertisers of all San Francisco TV stations ■ Most national advertisers of all San Francisco TV stations ■ That's why, IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, KPIX 5 SAN FRANCISCO

Represented by Television Advertising Representatives, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

SEAL OF GOOD PRACTICE

fort to coordinate their mutual interests," he said. "It appears painfully true that there is today no real meeting ground."

The two groups, for instance, are widely divided on the basic subject as to who should be responsible for keeping advertising honest and believable. Nearly half of the agency men (46%) feel it's up to the agency to keep advertising honest, while only 26% laid this responsibility on the advertiser. Of the media men, 47% feel the client is primarily responsible for his advertising and only 34% feel it was up to the agency.

As an aid to better understanding between the agencies and radio, Robert Light, president, Southern California Broadcasters Assn., representing 55 am stations, offered its facilities to the WSAAA members, individually and collectively. SCBA has on hand, Mr. Light said, material that the agency men should find helpful in creating "more successful ads, ads that will improve the public image of advertising."

Selig Seligman, ABC vice president and manager of KABC-TV Los Angeles, asked the agency men if they would be interested in having his station present seminars at which new techniques and equipment would be demonstrated and explained so that they could use it to the best advantage in their tv commercials. Too often, he said, agencies seem to resent suggestions from the station about their commercials, yet if a campaign fails they put the blame on tv or the station rather than on the ads they had placed in this medium. When a showing of hands indicated a substantial interest in his offer, he said he would set up an agenda and send it to all WSAAA member agencies with invitations to attend on a given date. Response would determine whether or not the seminar will be held, he said.

Like the on-shore breeze that made golfing difficult and swimming impossible for the record registration of more than 200 WSAAA members, wives and guests, the cold facts reported by Rep. Wilson and Mr. Boylhart contrasted sharply with the planned conference agenda. Most of the talks, keyed to the conference theme of "The Rising Influence of Advertising in the West," reflected the optimism that comes from increased business in an expanding market.

Western Boom ■ Paul Willis, advertising vice president of the Carnation Co., in his keynote address, reported that "while all national advertising has grown more than 200% in the past 10 years, advertising in the 11 western states has risen more than 450%." In 1959, he said, advertising billings in the West were up 17% over 1958, as against

only a 7% increase for the rest of the country. "This suggests a great vitality and intensity to promote and sell—all part and parcel of the explosive development and expansion of the West."

Dave Fenwick, vice president of Robinson, Fenwick & Haynes, Los Angeles, reported that copy writers in western agencies are better compensated than their eastern counterparts.

Western regional advertisers are now getting the chance to use big-time network television, George Allison, media director in the Los Angeles office of Young & Rubicam, reported. NBC-TV is making *Riverboat* and other programs available for regional sponsorship, he said, and the big one-time spectaculars, while naturally offered first for national sponsorship, are also frequently available for West Coast advertisers to sponsor in this area. Major league baseball's invasion of San Francisco and Los Angeles has given radio a great impetus, he said, commenting that "we're getting ratings of 20's and 30's with our baseball broadcasts—something we haven't had since the old Jack Benny days." (Union Oil, a Y&R client, is co-sponsor of the L.A. Dodgers play-by-play broadcasts over a special 19-station radio hookup.)

In spot broadcasting, a good working relationship with the station representatives is a major asset for an agency, almost as important as a good working relationship with the agency's clients, Mr. Allison observed. When a good station on a rep's list has a good availability open up, it's important that he gets the right answer when asking himself "What agency should I give first chance at this?"

On Dullness ■ Taking a long, hard look at a collection of ads that picture people as being made ecstatically happy by towels, or rugs, or vacuum cleaners or other items that are inconsequential to most of us, James C. Nelson Jr., creative director of Hoefer, Dieterich & Brown, San Francisco, declared that these ads suffer from addressing themselves "not to flesh and blood, but to a set of statistics . . . from being a too-perfect marriage of the insignificant with the unbelievable.

"In short," he stated, "they're dull. And dullness, as any novelist, playwright or editor will tell you, is the kiss of death. Dullness is what makes The Prospect, seated in his comfortable living room, turn the little knob or the big, expensive color page or the cold, cold shoulder."

Bill Tara, creative consultant to Campbell-Ewald; Walter Berk, production and art manager, Fuller & Smith & Ross, L.A., and Ted Factor, vice president and L.A. manager of Doyle Dane Bernbach, spoke on the rising influence of advertising art, production and new business, respectively, in the West. Burns W. Lee, head of his own L.A. public relations firm, discussed the relationship of public relations and advertising. Bruce Altman, vice president of Kenyon & Eckhardt, L.A., in a report on "The Marketing Concept," described some of the things an agency does for an account besides provide copy, art and media buying services.

How people rate advertising media

The 2,004 persons interviewed in the January 1960 survey of attitudes toward five kinds of advertising were given pairs of adjectives, one favorable, the other unfavorable, and asked to associate the words with advertising in various media. The table below shows the total number of associations respondents made with each medium. (The totals in parentheses are those in a similar survey of 1,203 interviews in 1957.)

Favorable	Tv	Radio	Newspaper	Magazine	Billboard
true	783	359	879	531	241
pleasing	881	293	652	611	275
informative	877	359	976	546	212
sincere	670	268	868	547	212
in good taste	728	258	794	669	261
beneficial	893	362	985	526	199
honest	615	276	944	571	221
important	899	324	1003	486	194
like best	831	221	670	471	182
Total	7177	2720	7771	4958	1997
(Total)	(5460)	(645)	(1692)	(1467)	(778)
Unfavorable					
false	971	545	232	199	339
irritating	971	645	177	131	343
not informative	628	551	170	187	679
insincere	930	615	176	161	323
in bad taste	925	598	173	132	434
not beneficial	671	582	147	185	665
deceptive	1063	576	187	161	307
not important	611	567	163	230	733
like least	744	616	153	154	535
Total	7514	5295	1578	1540	4358
(Total)	(1053)	(2800)	(1158)	(1286)	(2030)
Grand Total	14691	8015	9349	6498	6355
(Grand Total)	(6513)	(3445)	(2850)	(2753)	(2808)

TV ADVERTISING LOSING FACE?

Survey claims it slips in public favor

A severe deterioration in the public's attitude toward television advertising was reported last week by a Chicago research firm.

In the past three years television advertising dropped sharply in the public favor. Advertising in radio, newspapers, magazines and billboards gained.

Results of two studies, one conducted in 1957 and the other early this year, were released by Louis Cheskin Assoc., a Chicago market and motivation research firm. The 1960 study was based on 2,004 interviews in New York, Philadelphia, Chicago, San Francisco and Houston. The 1957 study covered 1,203 interviews.

Both were controlled association tests. Respondents were asked to identity the media they associated with several pairs of adjectives. Each pair contained one word that could be construed as suggesting a favorable attitude and another suggesting an unfavorable attitude (examples: true-false, pleasing-irritating). By adding the favorable and unfavorable associations supplied for each medium by persons who were interviewed, the Cheskin firm arrived at two evaluations.

The first was an evaluation of the medium's impact, as measured by the total number of associations, either favorable or unfavorable, that respondents were able to make. The more words respondents were able to associate with any medium, the stronger the opinion about the medium they had.

The second is an evaluation of the public's attitude, favorable or unfavorable, toward each medium.

Here are some highlights of the two reports:

■ In both surveys television had by far the greatest impact of all media—14,691 total associations in 1960 and 6,513 in 1957 (see table this page). But between the first and second surveys

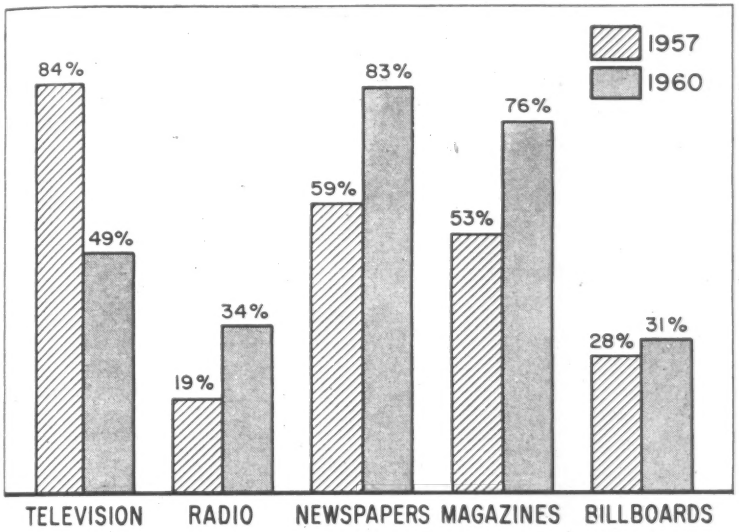
■ Business briefly

New business

Rushes 'Klondike' ■ R.J. Reynolds Tobacco Co., which earlier announced

How opinions changed in three years

The chart below shows the percentage of favorable associations that each medium received in 1957 and 1960. For example, 84% of all adjectives that respondents associated with television in the 1957 survey were favorable. This year only 49% were favorable.



the public's attitude toward tv underwent a marked change. In the first survey 83% of all words associated with television were favorable. In the second survey the figure was 49% (see chart below).

■ In the 1957 survey radio was second only to television in its impact (3,445 total associations), but in 1960 it fell to third place behind newspapers (8,015 for radio, 9,349 for newspapers). In 1957 only 19% of the respondents' associations with radio were favorable. However, in the current Cheskin survey, radio managed to increase its position to a 34% mark.

Who is Cheskin? ■ For the past 15 years Louis Cheskin has been director of Color Research Institute of Chicago, of which Louis Cheskin Assoc., specializing in motivation research, is a subsidiary.

Among professional research executives in several Chicago advertising agencies that BROADCASTING checked last week Mr. Cheskin was regarded as an authority on research in color and package design. There was disagreement about his qualifications to conduct the kinds of studies he released last week.

One of Mr. Cheskin's staunch supporters is Harold D. Hadley, former research vice president for the newspapers' Bureau of Advertising and one-time research chief for the Morey, Humm & Johnston advertising agency (now Geyer, Morey, Madden & Ballard). Dr. Hadley, now a consultant, has described Mr. Cheskin and his work as "remarkable". Mr. Cheskin did several research jobs for Dr. Hadley during the latter's tenure at the MH&J agency.

The connection between Mr. Cheskin and the former executive of the Bureau of Advertising led to speculation that the Cheskin studies released last week had been commissioned by newspaper interests. Mr. Cheskin said no newspaper interests were involved. The 1957 survey of public attitudes toward advertising in the various media was commissioned by a toiletries account.

The 1960 survey was part of a broader study for a client who has not been identified.

sponsorship next season of *The Tall Man* and *Wagon Train*, also has signed for a third NBC-TV series, *Klondike*. The new action-adventure program, starring Ralph Aaeger and James Coburn, will be telecast Mondays (9-9:30 p.m. NYT). Developed by Preston Wood, NBC program development chief, and NBC's program development unit, the series is being produced by Ziv-UA in association with NBC. William Conrad is producer. Agency: William Esty, N.Y.

'Triple Crown' coverage ■ Jos. Schlitz Brewing Co., Milwaukee, Wis., purchased half of CBS-TV's planned coverage of 1960's triple crown events of horse racing. Broadcasts include: Kentucky Derby on May 7 (Sat. 5:15-5:45 p.m. EDT); Preakness at Pimlico on May 21 (Sat. 5:30-6 p.m. EDT), and the Belmont Stakes on June 11 (Sat. 4:30-5 p.m. EDT). Agency: J. Walter Thompson Co., Chicago.

Derby day ■ Midas Mufflers Inc., Chicago, signed for *The Derby Review*, a special 15-minute program before running of the Kentucky Derby on CBS-TV May 7. *Preview* will be from 5 to 5:15 p.m. (EDT), race coverage from 5:15 to 5:45 p.m. (EDT). Agency: Edward H. Weiss Co., Chicago.

Goes halfway ■ Chevrolet, via Campbell-Ewald Co., Detroit, signed half-sponsorship of *Route 66*, a new adventure series produced by Screen Gems and scheduled for next season on CBS-TV (Fri. 8:30-9:30 p.m. EDT). The program stars Martin Milner and George Maharis as youthful adventurers on cross-country travels.

Caesar specials ■ Revlon Inc., N.Y., will sponsor hour-long specials starring Sid Caesar and Audrey Meadows on CBS-TV Thursdays, May 5 and June 2 (10-11 p.m. EDT). This week's show, "Tiptoe through Tv," with guest stars Charlton Heston, Howard Morris and Chita Rivera, will include spoofs of the medium with sketches on courtroom dramas, foreign films and classical music. Agency: Warwick & Leglar, N.Y.

Timex spot buy ■ U.S. Time Corp. (Timex watches), N.Y., last week made its first purchase of tv spots, which will reportedly "tie-in" with its network commercials. The $500,000 buy covers two week periods in June and August, with prime time ID's in 53 markets. Agency: W.B. Doner, N.Y.

'Lost' spots ■ 20th Century-Fox is planning saturation radio-tv campaigns in an undetermined number of markets across the country to pre-sell a new release, "The Lost World," in a manner similar to the successful launching of "Journey To the Center of the Earth" during the Christmas Holidays. Two special films of 15 minutes and 3½ minutes in length are being shot simultaneously with the picture's production. These will be offered free to tv stations and will also be edited down to three sets of spots, each of 60, 30 and 20-second length. The campaign starts in June and will continue through July.

Comes forward ■ The AP Parts Corp. (auto mufflers), Toledo, Ohio, signed sponsorship of CBS Radio news analysis program, *Behind the News With Walter Cronkite*, which began May 1 (Sun. 7-7:05 p.m. EDT). Agency: Gray & Rogers, Phila.

NETWORK FEB. TV GROSS UP 13.7%

All three networks show gains over same month in 1959

The tv networks' gross time billings in February of this year totaled more than $55.5 million, a 13.7% increase over the same month a year ago.

Television Bureau of Advertising figures released last week were compiled by Leading National Advertisers-Broadcast Advertiser Reports.

They show network gross billings at $113.3 million-plus for the first two months of the year, representing a 12.2% gain over the same period last year. Each of the networks went up in February—ABC-TV by 26.5%, CBS-TV by 10.5% and NBC-TV by 10.4%.

Broken down into parts of the day, nighttime billings were up 20.1% for the first two months.

	February			January-February		
	1959	1960	% Change	1959	1960	% Change
ABC-TV	$10,024,460	$12,677,110	+26.5	$20,671,538	$25,937,120	+25.5
CBS-TV	20,806,220	22,998,153	+10.5	42,935,468	46,475,511	+ 8.2
NBC-TV	18,053,828	19,923,712	+10.4	37,353,681	40,904,609	+ 9.5
TOTAL	$48,884,508	$55,598,975	+13.7	$100,960,687	$113,317,240	+12.2

Month By Month—1960

	ABC	CBS	NBC	TOTAL
January*	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,998,153	19,923,712	55,598,975

* January 1960 figures revised as of April 13, 1960

	February			January-February		
	1959	1960	Percent Change	1959	1960	Percent Change
Daytime	$16,611,827	$16,748,040	+ .8	$34,933,106	$33,988,614	— 2.7
Mon.-Fri.	14,123,272	13,705,355	— 3.0	29,285,770	26,974,901	— 7.9
Sat.-Sun.	2,488,555	3,042,685	+22.3	5,647,336	7,013,713	+24.2
Nighttime	32,272,681	38,850,935	+20.4	66,027,581	79,328,626	+20.1
TOTAL	$48,884,508	$55,598,975	+13.7	$100,960,687	$113,317,240	+12.2

LNA-BAR: Gross time costs only

Are television ratings getting conservative?

While the American Newspaper Publishers Assn. fired the final anti-broadcast salvos from its convention in New York last week (see page 48), the American Marketing Assn. pitted partisans from two camps against each other at a media research luncheon Thursday (April 28).

Don Durgin, vice president of NBC Television Network Sales, said tv is tending to conservatism in its rating measurements. James Gediman, executive vice president of Hearst Advertising Service, protested that print efforts to combat broadcast research have led to "a verbal and statistical miasma that threatens to drown us all in a sea of ambiguity."

Mr. Durgin said "Tv 'throws away' more viewers per average program than the total number of noters of the average full-page ad in even the largest magazine." He outlined the Nielsen evolution in 10 years from a "total audience" including all homes viewing any part of a program to the present average minute, which takes no account of audience turnover during a program. Mr. Durgin deplored an opposite trend in print measurement, which he said is leading to extravagant claims of "ad-page exposures.'

Mr. Gediman, who pointed out that Hearst interests cut across several media, questioned cost-per-thousand buying. Mr. Durgin answered that this was an "over-publicized' measure that does not govern the network schedule.

Television is "by far the best researched medium," Mr. Durgin said, but the "plethora" of data available causes confusion.

His colleague on the platform ridiculed such print refinements as "exposure," "pass-along" and "cumulative" readership, saying that if this pattern persists, researchers will have to agree on some new "umbrella to measure all possible impingements upon the nervous system." He commended Audit Bureau of Circulations as the only way to know whether a paper is gaining or losing and advised his listeners not to buy arithmetic but basics.

Omaha ballet

Ballet bounded onto KETV (TV) Omaha on a 5-5:30 p.m. program. And what's more, it was a sponsored local show. It featured 35 youngsters, aged 5 to 16, from Omaha's Ballet Theater, which sponsored the show. Mrs. Elfi Hosman, the theater's impresario, reported 10 new applications for her school and many inquiries in the wake of the production. Although many calls were from parents in behalf of their children, some adults were obviously interested, she reports. Mrs. Hosman has announced that she is considering sponsoring a complete ballet series on KETV next fall.

Increased tv code dues now in effect

Dues paid by subscribers to the NAB Television Code have been revised, effective May 1, to finance expansion of the Tv Code Review Board's staff and enforcement structure.

The new rate will be the highest quoted half-hour figure on each tv station's rate card. Fees for the three tv networks have been increased over 800%, or from $1,500 to $13,000 yearly.

Heretofore the 380-plus station subscribers have paid $405 yearly. NAB member stations have been credited with $250 out of their association dues toward code subscription. The $250 credit will still be applied to station members.

The increase in dues was directed at the March meeting of the NAB Tv Board (BROADCASTING, March 14). The code structure is to be strengthened by addition of a New York office to service agencies, advertisers and networks. Staff people will be added in Washington and Los Angeles. The latter office serves the tv film production industry.

Expansion plans for the code have been under direction of Gaines Kelley, WFMY-TV Greensboro, N.C., member of the code board.

KQAQ signs on

KQAQ Austin, Minn., signed on the air at 5 p.m. April 16. The new station, operating on 970 kc with 5kw, has announced a no-rock 'n' roll policy. KQAQ broadcasts from 5 a.m. to 7

Greetings

to the

AWRT 9th Annual National Convention

from

Alice Heinecke representing **SESAC**

Hear the latest SESAC RECORDINGS. Find out about the right music at the right price with the "BIG 6 FOR '60." 6 practical purchase plans to choose from. Featuring **"DRUMMERS"*** SESAC's new recorded sales starters, station promos and production spots. For further information visit The SESAC exhibit at the AWRT Covention, booth 10 — Pick-Carter Hotel, Cleveland.

* Trademark

SESAC INC. THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · N.Y. 19, N.Y.

p.m. Mondays through Saturdays and 7 a.m. to 7 p.m. Sundays. Lester L. Gould is president and general manager. The station has 11 fulltime employes and makes use of tape cartridges to expedite operations.

AIR CITY COUNCIL? Chicago stations gird for equal access fight

Station managers and news directors of Chicago tv stations will continue to press for equal access-with-equipment to city council proceedings—without any reservations or strings attached.

That was made plain last week after they met to discuss progress in action to remove the council's ban on tape recordings and sound newsreel cameras. The meeting was held to plan strategy in advance of another council rules committee hearing for radio-tv representatives.

Faced with the prospect of a hearing postponement Tuesday (May 3), local broadcasters planned to meet informally with some committee members and thrash out the problem. Meanwhile, stations routinely appeared at the council's full chamber meeting Wednesday but were barred again with their equipment. Stations involved are NBC's WNBQ (TV) and WMAQ, CBS' WBBM-AM-TV, WGN-AM-TV and ABC's WBKB.

The "strings attached" reservation stems from a proposal by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV), to committee members at the first media hearing April 21. He offered his station's facilities for a weekend (Saturday, 10 a.m.-12 noon) taped telecast of council proceedings on a six-week test basis—with the promise of no editing and designed as a public service feature.

Dim View ■ Other radio-tv station managers and newsmen took a generally dim view of the Quinlan proposal, contending it had no direct relation to the problem of spot news access. And unofficially, while labeling the offer a good one, they feel the proposal would be unacceptable if made a condition for gaining unlimited recording and newsfilm access to council sessions.

The offer caught other broadcasters completely by surprise and intrigued the rules committee, which asked them to discuss it and report back their reactions. Electronic newsmen were permitted to cover the initial hearing with 16mm hand cameras but without sound. Attending were station managers, news directors and commentators, and attorneys for both CBS and NBC.

Failing to gain access, some news directors have hinted at court action, providing they can marshall support from management levels, as a means of posing a test case. Meanwhile the state's attorney's office (for Cook County) has filed suit in Chicago circuit court, charging the council with violations of the U.S. Constitution and state laws and requesting that the council open its hearings to radio-tv. State's Attorney Benjamin Adamowski asked the court to issue a writ of mandamus against Chicago Mayor Richard J. Daley and the aldermen.

UPI Survey ■ According to a UPI nationwide survey, there is only spotty opposition to radio-tv news coverage of city council meetings around the country. However two of those spots represent the nation's largest cities and Chicago is presently the "hot spot". A similar New York City ban is protested periodically.

Radio-tv coverage is permitted by city councils in Philadelphia, but broadcasts are limited to particularly important sessions. The UPI survey notes that broadcasts are either carried or are possible in Seattle, Los Angeles, Denver, Cleveland, Detroit, Miami and a number of other major cities.

Something new added to Chicago's WLS

WLS Chicago, long identified with farm programming and one of the country's 23 clear channel outlets, gets a spanking new image today (May 2), while switching to 24-hour operation.

The station, in which AB-PT acquired the remaining 50 percent ownership earlier this year, has completely revamped its programming format under Ralph W. Beaudin, president of WLS Inc. and general manager of the station. Among the innovations: a new sound in music with stress on standards; the addition of six disc jockey personalities; the cancellation of all locally-contracted, commercially sponsored religious shows (about 12 hours weekly), which brought in about $400,000 in annual revenue; expansion of its news staff and coverage, with newscasts featuring short headline bulletins. One major program casualty: the famous *WLS National Barn Dance*.

The new WLS image was heralded in Chicago and New York with a $100,000 advertising drive in newspapers and trade publications and distribution of live canaries to radio time buyers. Armand Belli, national sales manager, coordinated the campaign, with WLS' new agency, Reach McClinton & Co. of Illinois.

Getting the bird ■ Armand Belli, national sales manager of WLS Chicago, gives the first of 100 birds to model Alice Mitchell. Miss Mitchell, with four other models, distributed the live canaries to radio time buyers in Chicago to herald the new format..

Big names at AWRT

In what promises to be one of the more interesting convention speaker lineups of the year, the American Women in Radio & Television plan to present James T. Aubrey Jr., president of CBS-TV, FCC Chairman Frederick W. Ford, Rep. Oren Harris, and E.K. Hartenbower, chairman of the TV Code Review board of the NAB.

The convention, which gets underway May 6 at the Hotel Pick-Carter in Cleveland, will feature a keynote address on "Challenge and Change" by Mr. Aubrey, at 10 a.m.

Messrs. Ford, Harris and Hartenbower will take part in an industry forum which will start immediately following Mr. Aubrey's address.

NAB seminar speaker

Dr. Frederick L. Schuman, political science authority and author, will address the second annual NAB Executive Development Seminar, to be held July 10-22 at the Harvard Gradute School of Business Administration. Dr. Schuman will speak on "World Politics: Retrospect and Prospect." He is Woodrow Wilson professor of government at Williams College. During World War II he was principal political analyst of the FCC's foreign broadcast intelligence service.

The seminar is directed by Charles H. Tower, NAB economics-broadcast personnel manager. Dr. J. Sterling Livington, Harvard business professor, will be academic director of the seminar, with William P. Gormbley Jr., assistant dean in charge of advanced management, as administrative director.

take a look at mel-o-toons!

104 full color animated cartoons based on the 104 most popular children's records

Now your young audience can see, as well as hear, their very favorite stories and characters. For each 6 minute animated cartoon uses as its sound track the actual recording on which it is based. And each recording has been proved a best-seller by actual across-the-counter sales figures. Mel-O-Toons gives you top animation. Top entertainment. It's the perfect combination for record ratings in the successful tradition of POPEYE and WARNER BROS. CARTOONS. *Write, wire or phone...*

Titles include such favorite classics as: TREASURE ISLAND, PINOCCHIO, PETER AND THE WOLF, CINDERELLA, SLEEPING BEAUTY, HANSEL AND GRETEL, TOM SAWYER, DAVID AND GOLIATH, SINBAD THE SAILOR, SNOW WHITE, RUMPELSTILTSKIN, THE UGLY DUCKLING.

U.A.C.C.
UNITED ARTISTS ASSOCIATED, INC.

New York, 247 Park Ave., MUrray Hill 7-7800
Chicago, 75 E. Wacker Drive, DEarborn 2-2030
Dallas, 1511 Bryan Street, RIverside 7-8553
Los Angeles, 400 S. Beverly Dr., CRestview 6-5886

Show-buying made easy

(or how to pick a net that's 1st or 2

2nd–never 3rd–every night*)

	1st or 2nd	3rd
Monday	**ABC**	**Net Z**
Tuesday	**ABC**	**Net Z**
Wednesday	**ABC**	**Net Y**
Thursday	**ABC**	**Net Y**
Friday	**ABC**	**Net Y**
Saturday	**ABC**	**Net Z**
Sunday	**ABC**	**Net Z**

*Source: Nielsen 24 Market TV Report, week ending April 17th, 1960, all nights, 8-10:30 P.M.

This final Nielsen* (before daylight saving) nails down ABC's supremacy with a double bang!! Not only did ABC average out 1st or 2nd every night of the week . . . ABC also did rather well in the half-hour prime-time division: In these 35 half-hours ABC was first or second 28 times; Net Y 25 times; Net Z 17 times. (In fact, Net Z had more thirds than firsts or seconds.)

ABC TELEVISION abc

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WDAF-AM-FM-TV Kansas City, Mo.: Sold by National Theatres & Television Inc. to Transcontinent Television Corp. for $9.75 million in cash. National Theatres bought WDAF stations in 1958 from the *Kansas City Star,* paying $7.6 million in sale forced by an antitrust consent decree. This marked National's first move into station ownership. Last year it acquired 90% ownership of National Telefilm Assoc. (syndicated tv film producer) which owned WNTA-AM-FM-TV Newark, N.J. (New York City) and KMSP-TV Minneapolis, Minn. National sold KMSP-TV to 20th Century-Fox last December for $3.5 million. Multiple broadcaster Transcontinent owns WGR-AM-TV Buffalo and WROC-TV Rochester, both New York; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California, and 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. No change in staff or management is contemplated, the announcement said. WDAF-TV is ch. 4. WDAF operates on 610 kc with 5 kw and WDAF-FM on 102.1 mc with 56 kw. Broker was Howard E. Stark.

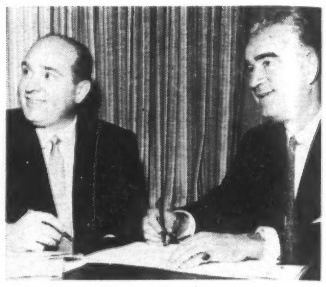
■ WSOC Charlotte, N.C.: Sold by Carolina Broadcasting Co. to Henderson Belk, department store executive, for $200,000 plus other considerations (CLOSED CIRCUIT, April 18). Sale was necessitated by Carolina Broadcasting's purchase of WIST Charlotte for approximately $580,000 (CHANGING HANDS, April 18). Mr. Belk, who is associated with the southeast chain of Belk department stores, is buying the Charlotte outlet personally. WSOC is 250 w fulltimer on 1250 kc. Transaction was handled by Howard S. Frazier.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 97).*

■ WLEC-AM-FM Sandusky, Ohio: Sold by Jay Wagner and associates to Cleveland Broadcasting Inc. for $420,000. Cleveland Broadcasting owns WERE-AM-FM-TV Cleveland and WERC-AM-FM Erie, Pa. Mr. Wagner will remain as general manager of the Sandusky station.

■ KGKB Tyler, Tex.: Sold by Oil Center Broadcasting Co. (L.S. Torrans, president) to KGKB Inc. for $125,000. Purchasers are Harry O'Connor, 31.41%, Wallace Barbee, 26.6%, and others. Mr. O'Connor, an employe of KGKB, has a 40% interest in KTXO Sherman, Tex. Mr. Barbee is in insurance.

■ KLOU Lake Charles, La.: Sold by Gulf Broadcasting Co. (Robert Earle and associates) to Albert D. Johnson for $142,500. Mr. Johnson is former manager of KENS-AM-TV San Antonio, Tex. Mr. Earle and associates own WIBR Baton Rouge, La.



Transcontinent into K.C. ■ Completing the $9.75 million deal by which multiple owner Transcontinent Television Corp. buys WDAF-AM-FM-TV Kansas City (see CHANGING HANDS, page xx) are David C. Moore (r), president of Transcontinent, and B. Gerald Cantor (l), president of the seller, National Theatres & Television Inc.

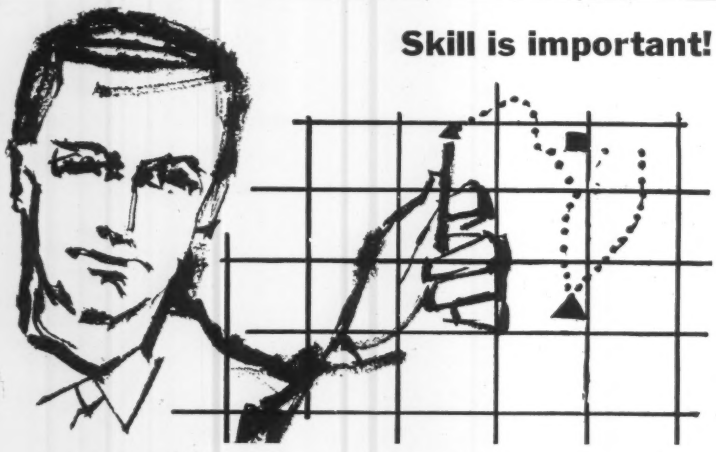
WQMR's new format

WQMR Silver Spring, Md., whose recent switch to a "quality music" format has been an "overwhelming success," takes another step in that direction effective today (May 2) with "musical clusters."

Connie B. Gay, president and board chairman, said that musical clusters are designed to give the listener a feeling of all music and no commercials. Actually, musical clusters provide 12 unbroken minutes of music followed by three of news, weather and commercials.

Ed Winton, vice president and sales manager, said that since the switch Feb. 1, billings currently stand at the highest point in the station's history. All this has resulted in a new rate card for WQMR which goes into effect June 1.

For the Connie B. Gay Network (WTCR Ashland, Ky.; WFTC Kinston, N.C.; KITE San Antonio; WFYE New Orleans and WGAY [FM] Washington) which has achieved prominence through country music broadcasting, quality music has suddenly emerged as big business. WQMR never repeats a segment more than once in three or four months and each selection must be approved by either Mr. Gay or Mr. Winton prior to air time.



Just as a weatherman can read a chart and forecast conditions, so Blackburn & Company can analyze your operation and appraise its financial position. For appraisals contact:

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ATLANTA
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aprons and bobby-sox

line up with Dean Lewis

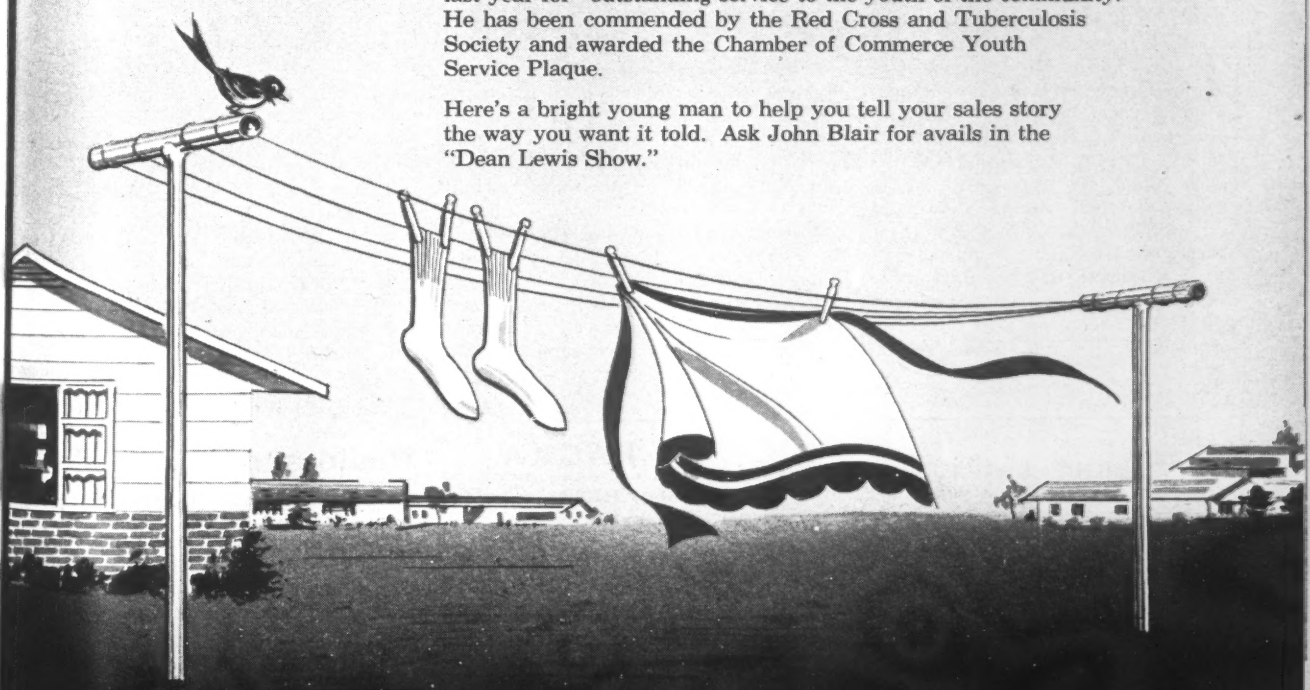
When an air personality is blond, handsome and just twenty-four years old, you can expect he will appeal to teenagers. Dean Lewis definitely does. But will he make a hit with parents? Dean Lewis does *that*, too.

Each Saturday morning, Dean plays big brother to Central Ohio teenagers on WBNS Radio. Their problems are aired by a panel of their peers, a school or government official is interviewed and, of course, there's entertainment as well as serious discussion.

Daily from 3:00 to 5:00 P.M. on WBNS Dean slips into his adult-appeal personality and charms the housewives right out of their aprons with the same skill and success he has established with those bewildering bobby-soxers.

The responsible influence Dean exerts with youngsters resulted this year in his being named one of Columbus' ten outstanding young men by the Columbus Junior Chamber of Commerce. It also won him an award from the Catholic Youth Organization last year for "outstanding service to the youth of the community." He has been commended by the Red Cross and Tuberculosis Society and awarded the Chamber of Commerce Youth Service Plaque.

Here's a bright young man to help you tell your sales story the way you want it told. Ask John Blair for avails in the "Dean Lewis Show."



WBNS-RADIO | prime mover of 1,500,000 central Ohioans

IS THERE NEWSPAPER PAYOLA?

Publishers fear they're next in line

Newspaper publishers, who invariably front-paged payola charges concerning radio and television in recent months, kept the doors tightly shut at a meeting room in the Waldorf-Astoria Hotel in New York last Tuesday (April 26). The occasion: a session at the annual American Newspaper Publishers convention during which the subject of "newspaper payola" was raised and explored.

The picture that emerged after a briefing session was that publishers were concerned with the possibility that "payola" accusations might be levelled against newspapers, and management had to establish certain rules governing free tickets, trips and gifts.

The topic was discussed at a session for newspapers with over 50,000 in circulation and was not raised, according to briefing officials, at meetings of newspaper executives of lesser circulation. It is ANPA tradition to suggest a list of topics that might be examined at the various executive sessions (closed to newsmen). Newspaper officals in attendance are free to pursue or ignore some of the subjects.

Free Tickets, When ■ A summary of the "payola" discussion, provided by Otis Chandler of the *Los Angeles Times* (KTTV [TV] Los Angeles), made these main points: the consensus of the meeting was that newspapers were re-examining the practice of accepting free tickets for distribution to management and staff people; the general attitude toward gifts was that those of small value, not exceeding $10, might be permissible, and free trips were acceptable only if legitimate news reasons existed.

Publishers indicated that they accepted passes for working reporters and photographers covering news events and did not contemplate any change in this area. Some publishers acknowledged that, from time to time, free tickets had been distributed to other members of the staff, but reported there seemed to be a trend away from this practice.

Mr. Chandler reported that publishers, on the whole, felt that trips to restricted military installations often had to be accepted because they were the only way that on-the-spot inspections of such sites could be obtained. He noted that publishers in attendance were especially critical of free trips arranged for a single newspaper or for the newspaper "brass" in a single city.

Publishers expressed the belief that the use of brand names and names of restaurants and night clubs was proper in news stories if they constituted a service to readers.

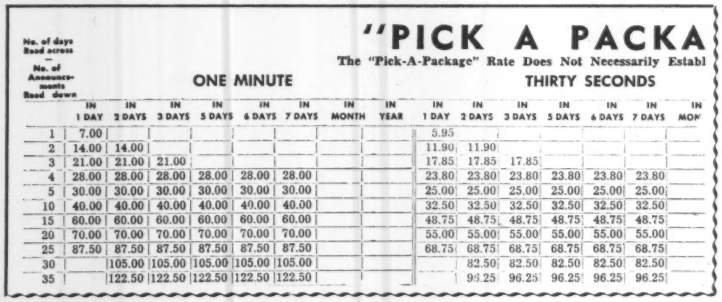
Concern Over Image ■ At another 50,000 session, publishers expressed serious concern over "the newspaper's image" and urged the Bureau of Advertising of the ANPA to get busy. The first assignment handed to the Bureau by publishers: Look into ways to combat radio-tv's "boxcar figures" for advertising impressions and sets-in-use.

Publishers were articulately voluble about their complaints. They charged that while newspapers are tied to paid circulation figures, radio and tv use audience figures that are "unreliable and sometimes irresponsible." One publisher reported that a researcher advised him there is a 75% turnover in broadcast interviewer personnel in two months. Another publisher claimed that a radio-tv interviewer failed to ask many questions of customers at a gas station and volunteered to fill in many of the answers. Another anecdote: There were more viewers reported than there were people in a given market.

Despite the entreaties of some publishers for additional Bureau of Advertising support, the Bureau itself on Wednesday (April 27) devoted a full afternoon to outlining its accomplishments during the past year. A considerable portion of the Bureau's session was devoted to a description of some of its presentations aimed at increasing investment in newspapers by particular industries or advertisers. Though the emphasis was on the positive contributions a newspaper could make for the advertiser, the presentations made some references to what they called "the weaknesses" of television and radio—"the lack of authority" in radio-tv advertising, as compared to newspapers, and the "often unsubstantiated" figures on radio-tv audiences.

Presentations discussed included those to Armour & Co. (Dash dog food), Gulf Oil Corp., Florida Citrus Commission, the Duncan Coffee Co., Seagrams Distillers and the Firestone Tire & Rubber Co.

Russ Stewart, general manager of the *Chicago Sun-Times*, was elected board chairman of the Bureau of Advertising of ANPA, succeeding Louis A. Weil Jr., publisher of the *Lafayette* (Ind.) *Journal* and *Courier*. Jack Tarver, president of the *Atlanta Journal* and *Constitution*, was elected to suceed Mr. Stewart as vice chairman (WSB-AM-FM-TV Atlanta).



"PICK A PACKA

The "Pick-A-Package" Rate Does Not Necessarily Establ

No. of days Read across — No. of Announcements Read down	ONE MINUTE								THIRTY SECONDS						
	IN 1 DAY	IN 2 DAYS	IN 3 DAYS	IN 5 DAYS	IN 6 DAYS	IN 7 DAYS	IN MONTH	IN YEAR	IN 1 DAY	IN 2 DAYS	IN 3 DAYS	IN 5 DAYS	IN 6 DAYS	IN 7 DAYS	IN MON
1	7.00								5.95						
2	14.00	14.00							11.90	11.90					
3	21.00	21.00	21.00						17.85	17.85	17.85				
4	28.00	28.00	28.00	28.00	28.00	28.00			23.80	23.80	23.80	23.80	23.80	23.80	
5	30.00	30.00	30.00	30.00	30.00	30.00			25.00	25.00	25.00	25.00	25.00	25.00	
10	40.00	40.00	40.00	40.00	40.00	40.00			32.50	32.50	32.50	32.50	32.50	32.50	
15	60.00	60.00	60.00	60.00	60.00	60.00			48.75	48.75	48.75	48.75	48.75	48.75	
20	70.00	70.00	70.00	70.00	70.00	70.00			55.00	55.00	55.00	55.00	55.00	55.00	
25	87.50	87.50	87.50	87.50	87.50	87.50			68.75	68.75	68.75	68.75	68.75	68.75	
30		105.00	105.00	105.00	105.00	105.00				82.50	82.50	82.50	82.50	82.50	
35		122.50	122.50	122.50	122.50	122.50				96.25	96.25	96.25	96.25	96.25	

Anyone can decipher it ■ "The last word in simplicity and ease of use" is claimed by the Dover Broadcasting Co. on behalf of new rate cards for its WAND Canton and WJER Dover, both Ohio. The stations claim "it is easily understandable by all—even a layman or one not in the habit of reading radio rate cards can read and use it without any trouble. . . . All connected with a station will be able to make out these rate cards in short order." The card's "Pick a Package" chart allows a client to readily know cost of his campaign by locating the intersecting point of desired factors at the top and at the left of the chart.

Radio should provide more data—Saunders

"More service—and that means more work" were asked of radio broadcasters by Hildred Saunders, vice president and radio-tv director of Honig-Cooper & Harrington, Louisiana.

Stations are overlooking stories they have to tell timebuyers about time periods nobody asks for, Miss Saunders told an April 28 meeting of the Southern California Broadcasters Assn. A number of Los Angeles stations, she stated, deliver more women listeners in class B time than they do during peak traffic hours, yet no station salesman or representative gave her that information; she had to dig it out herself.

"I am sure you'll agree it's your job to get all the facts to us," she said,

RCA-7389-A 4½"
Image Orthicon
makes possible good
broadcast-quality pictures
even after a series
of successive recordings

If successive recording quality is a major problem with you, a 4½" camera equipped with an RCA-7389-A Image Orthicon will give you the initial picture quality you need to overcome it. The picture signal provided by this new 4½" camera tube is of such excellent quality that it permits a series of successive high quality recordings. The large target area makes possible a much higher signal-to-noise ratio, greater resolution and better half-tone values than any 3-inch tube can produce.

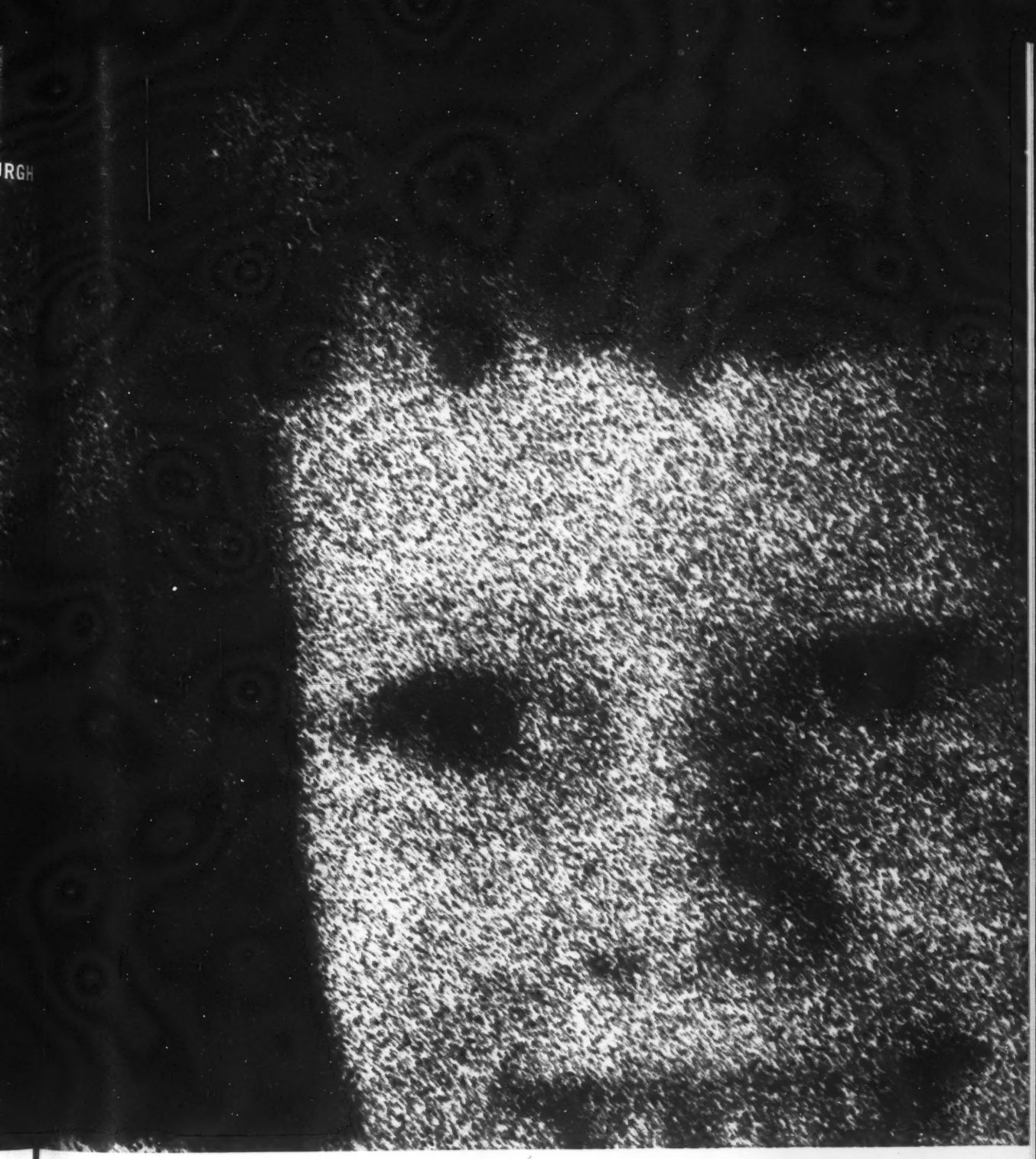
For live broadcasting, however, or making copies from a single master, you need look no further than RCA's regular line of performance-proved 3-inch Image Orthicons. Whether you're programming in color or black-and-white, there's a standard RCA camera tube to do the job—and give you better picture quality than that provided by the best TV receiver. The new RCA-7513 Image Orthicon, for instance, can be used either for color or black-and-white, and provides sharp, noise-free pictures remarkably free from "halo" and edge effects and having excellent corner resolution.

Your local RCA Distributor of broadcast tubes carries a complete line of RCA Image Orthicons. Get in touch with him for full information on any type you may need, or write RCA Commercial Engineering, Section E-13-0, Harrison, N. J.

RCA The Most Trusted Name in Electronics
® RADIO CORPORATION OF AMERICA

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT **KDKA-TV PITTSBURGH**

Any year, any time...largest share of audience* of all Pittsburgh stations! Look as far back as you like and you'll find KDKA-TV consistently ahead of any other Pittsburgh station. And that's not all! □ Strongest local programming of all Pittsburgh TV stations! Stronger personalities to give



products their endorsement! Kids' shows, women's shows, variety shows—all rated FIRST in their time periods by NIELSEN. □ Most national and local advertisers of all Pittsburgh TV stations—confirmed by BAR, December 1959. □ Most first-rated news shows of all Pittsburgh stations!* That's why, in Pittsburgh, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, **KDKA 2 TV**

PITTSBURGH

*Pgh. area N.S.I., Feb., 1960

SEAL OF GOOD PRACTICE

WESTINGHOUSE BROADCASTING COMPANY, INC.

Represented by Television Advertising Representatives, Inc.

"facts about everything; not just coverage, but programming policies, commercial policies, station talent, merchandising, promotion, publicity, audience composition, special packages, ratings, cost-per-thousand, the works. But ask yourselves: Are you getting these facts—these sales tools to us? Or are you trusting us to dig them out ourselves and if it's the latter, are you so sure all agencies do dig, do get your facts and get them right?"

■ Rep appointments

■ KXRX San Jose, Calif.: Torbet, Allen & Crane Inc. as national representative. The firm, with its Vernard, Rintoul & McConnell affiliation, will represent KXRX in San Francisco, Los Angeles, Chicago, Detroit and Dallas, while Hugh Feltis & Assoc. continue in Seattle and Portland, Ore.

■ KWKY Des Moines, Iowa: Broadcast Time Sales Inc., N.Y.

■ WIOS Tawas City; WDOG Marine City, both Michigan; WNKY Neon; KBGN Bowling Green, both Kentucky; WBBT Lyons, Ga.; WPTX Lexington Park, Md.; KORC Mineral Wells, Tex.; WCNG Cannonsburg; WEZN Elizabethtown; WLEM Emporium; WKMC Roaring Spring, all Pennsylvania: Hil F. Best Co., Detroit.

■ WOTT Watertown, N.Y., and WTBO Cumberland, Md: Burn-Smith Co.

■ WKIZ Key West, Fla.: Richard O'Connell, N.Y.

WHO WATCHES MONDAY TV?

Study analyzes Monday night audience

Nearly three-quarters of U.S. adults can be found in front of a tv screen some time on a Monday night. If it happens to be the Monday they're giving out movie Oscar awards, 67.5 million can be counted for a single show, 87% of that number around for 90 minutes.

The Monday research is in a special report on "Television Audience Characteristics" compiled by Sindlinger & Co., Ridley Park, Pa., from the regular first quarter's Sindlinger Television Activity and a special issue reporting on the April 4 show on NBC-TV presented by the Academy of Motion Picture Arts & Sciences. Both are being made available to interested parties on request.

A composite of the Monday evening market emerges from the first-quarter compilation. It gives audience characteristics for an average of 13 Monday evenings this year, with ratings on occupation, household income, age and education. In 18,589 interviews throughout the country during 13 weeks, Sindlinger found 72% of the adult population looking on an average Monday. This audience is in many respects of "higher quality" than the population itself. This is what your Monday customer looks like:

■ He's predominantly in the 12-44 age group—60% for the average tv Monday night, against the 50% for the total population.

■ He has a job—90% of all clerical, sales, craftsmen, foremen and kindred occupational groups in the country. Alongside these are more than 50% of the managers, proprietors, officials, executives, professional and technical groups in the U.S.

■ He's better educated than the country as a whole—50.7% went to high school and 14.5% to college and beyond.

■ He has money to spend—49.8% in the under-$5,000 bracket, 26.3% from $5,000-$7,499, 13.5% from $7,500-$9,999, 6.8% from $10,000 and over and 3.5% not determined. Income is significantly better than that of the population generally.

The Monday evening audience is made up of 44,539,000 males and 48,010,000 females, the Sindlinger study shows.

The Sindlinger Television Activity Service was on a custom basis until September 1959 and since then has been syndicated, offering rating data and audience characteristics. (Added series on product use, plans to buy, and other questions — by program — are available on a custom basis.) During the summer and fall, the company will add other days of the week until all seven are reported.

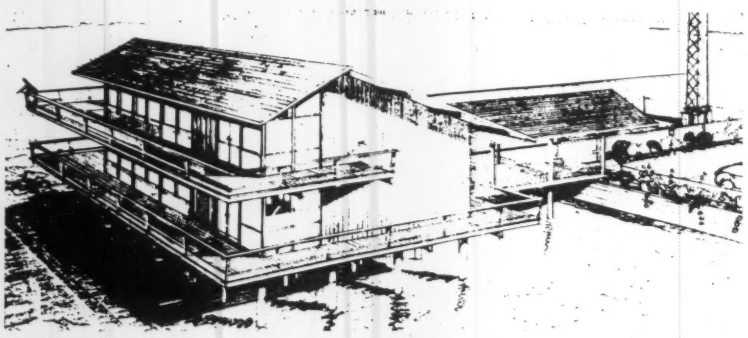
27 Shows Figured ■ These are the 27 shows that figured in the first-quarter Monday Service:

ABC: *Cheyenne, Bourbon Street Beat, Adventures in Paradise, Man With a Camera, Frank Sinatra Timex Show, Bing Crosby Show, Ted Mack and the Original Amateur Hour.*

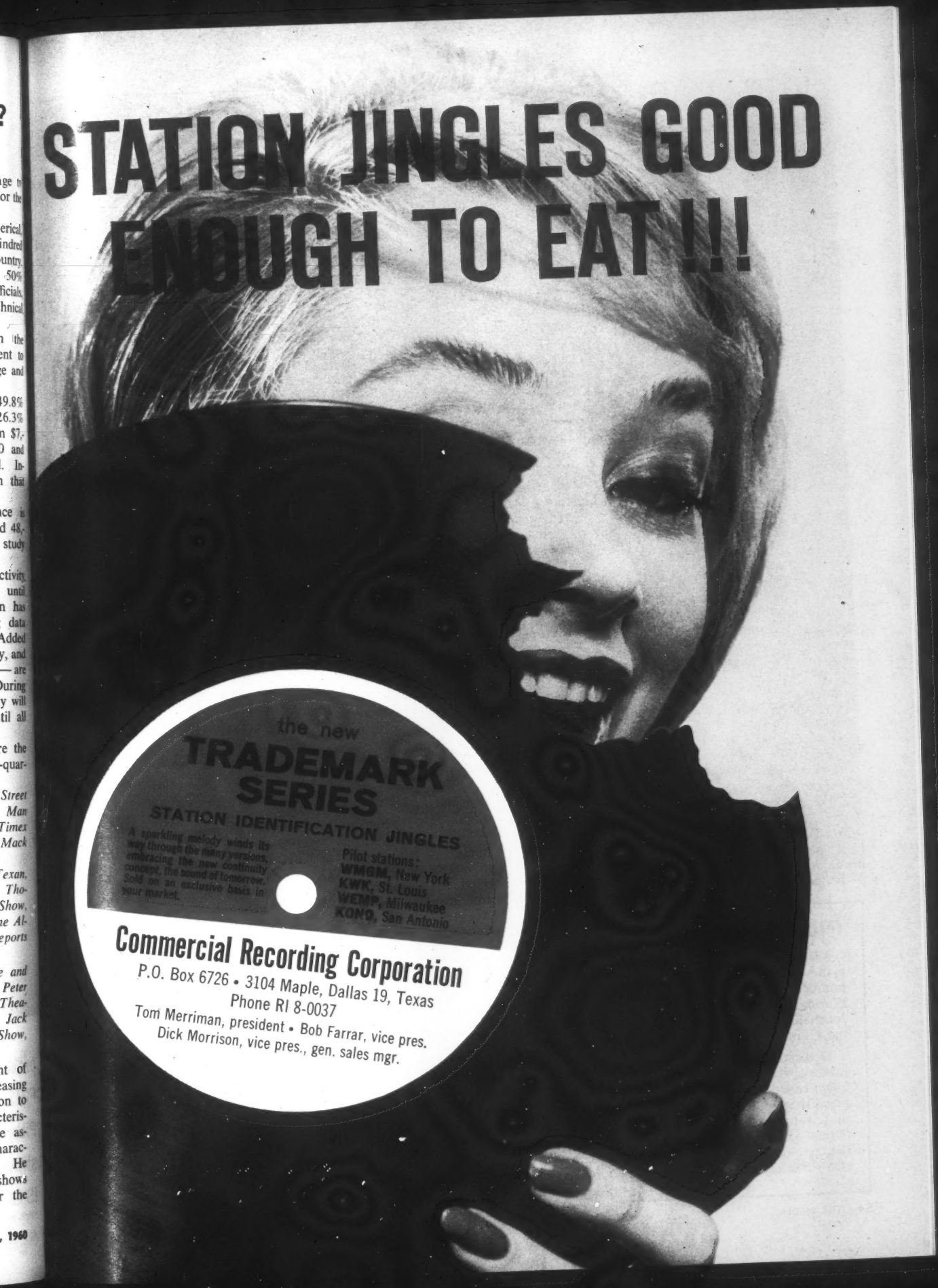
CBS: *Masquerade Party, The Texan, Father Knows Best, The Danny Thomas Show, the Ann Sothern Show, Hennesey, Dupont Show with June Allyson, Kate Smith Show, CBS Reports* ("Nigeria").

NBC: *Richard Diamond, Love and Marriage, Tales of Wells Fargo, Peter Gunn, Goodyear Theatre, Alcoa Theatre, Steve Allen Plymouth Show, Jack Paar, Riverboat, Bob Hope Buick Show, Paris a la Mode.*

Albert E. Sindlinger, president of the business analyst firm, in releasing the Monday report, drew attention to the importance of audience characteristics in comparing the qualitative aspects of a tv audience with the characteristics of the desired market. He gave examples of low rated shows which nevertheless could deliver the market a sponsor wants.



KGY by-the-sea ■ KGY Olympia, Wash., soon will be moving into its unique, new over-the-water (Puget Sound) home, scheduled for completion this month with full occupancy expected by the middle of June. With the move comes a power increase to 1 kw and all new equipment for the 38-year-old station. Cost for project? About $70,000. For do-it-yourselfers, here's the breakdown: concrete piling for the building's foundation, $5,000; contractor's building price, $38,000; new transmitter and associated equipment, $8,000; self-supporting tower and ground, $8,500; office furnishings, $4,000; miscellaneous extras, $2,000; state sales tax, $2,620 and $1,500 for the architect's fee, plus $40 per month rental for the tidelands over which the building sits and adjoining parking lot. Location of the new studio, which has a 50-year lease, is 1240 North Washington. And, continuing the "1240" theme, phone is Whitehall 3-1240.


STATION JINGLES GOOD ENOUGH TO EAT !!!
the new
TRADEMARK SERIES
STATION IDENTIFICATION JINGLES
A sparkling melody winds its way through the many versions, embracing the new continuity concept, the sound of tomorrow. Sold on an exclusive basis in your market.
Pilot stations:
WMGM, New York
KWK, St. Louis
WEMP, Milwaukee
KONO, San Antonio
Commercial Recording Corporation
P.O. Box 6726 • 3104 Maple, Dallas 19, Texas
Phone RI 8-0037
Tom Merriman, president • Bob Farrar, vice pres.
Dick Morrison, vice pres., gen. sales mgr.

THE RADIO-TV REVOLUTION

Florida meeting told to improve programs

Radio and television have come of age technologically and should now exert all efforts to better programming and coping with the "information revolution."

This was the general agreement of five industry leaders featured last week at the second annual Broadcasting Day at the U. of Florida. In attendance were representatives from the Florida Assn. of Broadcasting.

Charles H. Tower, manager of the National Assn. of Broadcaster's Dept. of Broadcast Personnel and Economics, termed the present time as "the winter of broadcasting's discontent." He struck hard at legislative attempts to further control the industry.

"But," Mr. Tower stressed, "if charges leveled at the industry in recent months are even 50% accurate, the industry must do something about it." He welcomed students into the industry for their "enthusiasm and new ideas."

Etv Network ■ Also emphasizing the need for more trained people was John F. White, president of the National Educational Television and Radio Center. He cited the birth and development of educational broadcasting as "the fourth network" in only seven years and said one of the biggest needs now is the development of a training program for professional educational broadcasters.

Matthew J. Culligan, former NBC Radio chief and now with McCann-Erickson, tossed in the term "information revolution." He said that within the next 10 years the American public will have more information hurled at them than ever before.

"The real problem, though," he maintained, "is that the public will not be able to understand the information."

This problem can be solved only through research, Mr. Culligan said. He pointed with pride to the fact that the industry is already well into researching.

The Joy of It ■ "Research for the pure joy of searching," Mr. Culligan described as the key. "Some of the world's most important discoveries were made in this type of research, sometimes quite by accident. You never know what you may come up with."

Grady Edny, national radio program director for Storer Broadcasting Co., predicted another network—for sports only—within the next decade. "It will be a boon to local stations," he said. He foresees the emergence of scores of new smaller stations in the near future.

Lee Ruwitch, executive vice-president and general manager of Miami's WTVJ-TV, pointed to his station's emphasis on editorializing as one answer to better programming. He maintained that tv stations can editorialize more "effectively" than newspapers because of bigger audiences. He also rapped newspapers as being "unprogressive" in their editorial treatment.

'Plugola Roll Blues'

"Those Plugola Roll Blues," a piano improvisation, was world premiered before members of the Florida Assn. of Broadcasters at Journalism-Broadcasting Week at the U. of Florida.

Dedicated to the nation's disc jockeys, Music Prof. Russell Danburg called his three-movement piece (before 1959, 1959-60, and the future) an Interpretation (Opus 317). He modestly listed the composer's name as one Maestro F. Seesee.

Shovelin' off ■ The first spadeful of dirt is turned to signal the start of the construction of a $2 million Broadcast House for WTIC-TV Hartford, Conn. Wielding the shovel is Paul W. Morency, president of Travelers Broadcasting Service. Station production manager George Bowe (r) applauds the move.

Air conditioning, radio best in summer

Radio listening and air-conditioner sales reach their annual peaks simultaneously during June, July and August. Irv Trachtenberg, group sales manager of Radio Advertising Bureau, recommended last week the "use of one to sell the other." Summer radio is an "unparalleled advertising vehicle for your product," he told some 85 Chrysler Airtemp distributors attending an advertising and sales promotion workshop in Dayton, Ohio, April 25.

Television Bureau of Advertising, in association with WHIO-TV and WLWD (TV), both Dayton, conducted a tv seminar for the same group on the following day.

"Health and weather," Mr. Trachtenberg reminded, "are the two reasons why people buy air-conditioners. Summer radio, with its tremendous increase in in-car and out-of-home listening, can exploit both these factors," he said, pointing out that about 70% of air-conditioner sales are made during the three summer months. Mr. Trachtenberg offered the distributors complete RAB counselling on all phases—including budget and individual station recommendations—of their local or regional summer radio campaigns.

The joint TvB-member station presentation explained techniques, cost, simplicity, flexibility and other factors in the use of tv, with Dayton cited as the basic example. James Hirsch, national sales director for TvB noted the power of tv as an advertising medium and its reach in today's society. The two stations gave specific details on time periods, rate structure and professional talent.

Indiana U. to have BPA course

Radio tv promotion will be part of Indiana U.'s broadcast advertising course starting this fall. It will be held under auspices of the Broadcasters' Promotion Assn., which is turning an eye toward new sources for broadcast executives of the future.

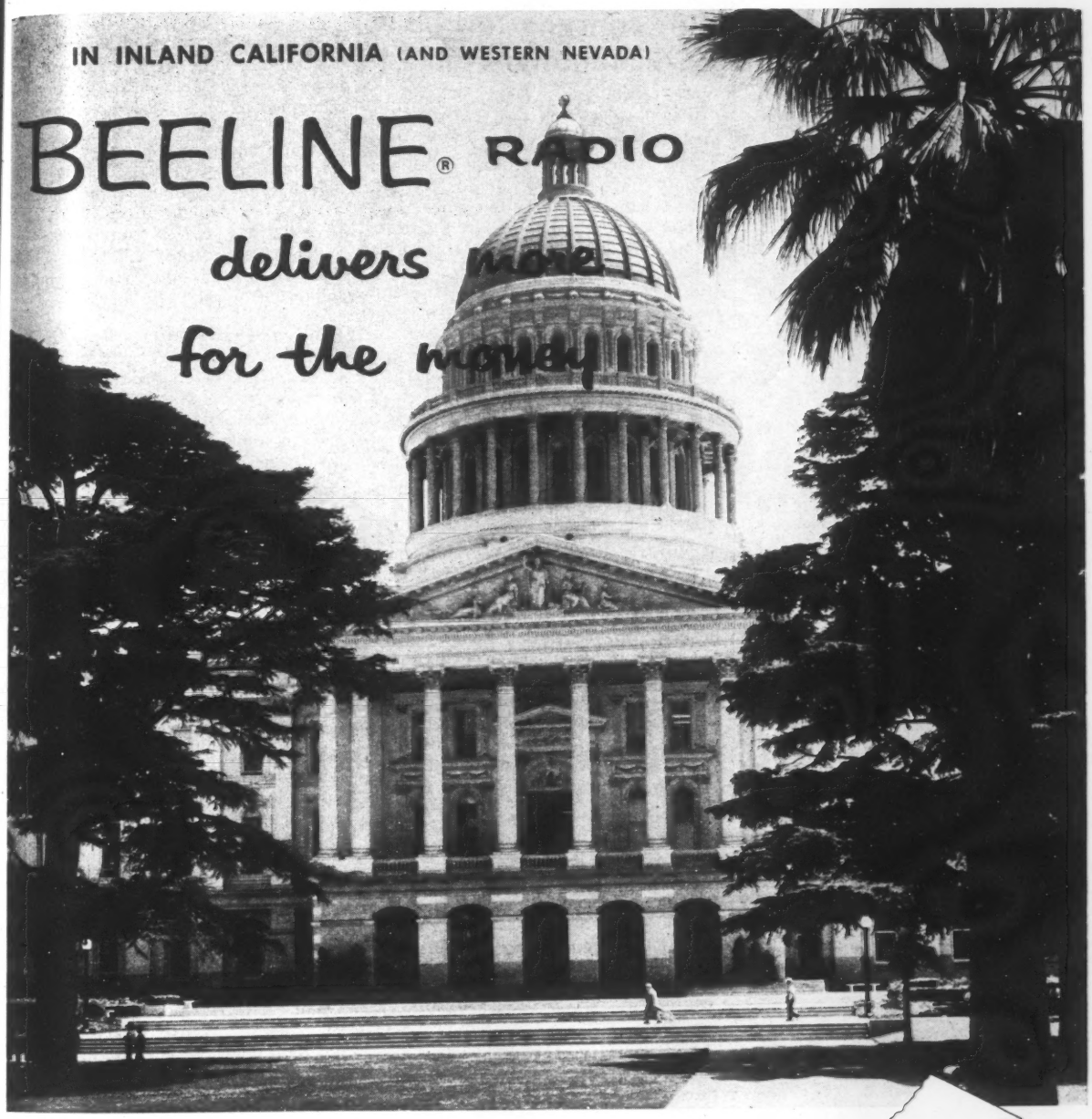
The need among stations for competent promotion people has prompted BPA to undertake the pilot project, described as the first among universities offering broadcast courses. It was set up by BPA's educational and professional standards committee, headed by John F. Hurlbut, WFBM Indianapolis, Ind.

The committee will work closely with Elmer G. Sulzer, radio-tv communications director at Indiana U., whose radio-tv department is offering the promotion course. BPA will supply the course outline and sample promotion pieces for classroom work and guest speakers from among its Indiana state membership ranks. Once the 1960-61 course is completed, BPA will evaluate the project and make its report available to other schools.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



California's Capitol

Free-spending Californians and Nevadans are clustered thick in Beeline station broadcast areas. For example, KFBK is located in the heart of the Metropolitan Sacramento Market which ranks 9th nationally in retail sales per household and 43rd in total retail sales. National ranking for total food sales is 39th and total drug sales is 49th (SRDS)

The city of Sacramento is the capital of California. It is also the center of an area having huge, diversified food-canning, industrial, dairying and agricultural activity plus several very large military establishments.

As a group, Beeline stations give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D)

*Sales Management's 1959 Survey of Buying Power

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Make Every Spot Count

If you want every spot to count, put it in KCRA's balanced programming that reaches a receptive, upper-income audience. Six long-established local personalities . . . news gathered, edited, and broadcast by *12 full-time newsmen*, supplemented by NBC news coverage . . . leading sports coverage from Little League to the World's Series . . . *plus* the services of a *full-time* merchandising department that produces tangible results. And your commercial on KCRA is in a good "climate", too. *Spots are restricted to three minutes per quarter hour* (and we count promos too!), so your client's sales message can really be effective. Availabilities? Right now!

Suit charges forced XEG Monterrey sale

XEG Monterrey, Mexico, figured in a $10 million law suit filed last Monday in an Indiana circuit court.

The action was brought in Lake County (Ind.) court by James A. Savage, retired San Antonio businessman and former owner of the Mexican station. Named as defendants are Harold S. Schwartz, Chicago advertising agency and sales representative; Ben Jaffe and his son, Eugene, of Flossmoor, and Jerome Kutak, of Hammond, Ind.

In the suit Mr. Savage charged that the defendants caused his imprisonment in Mexico and conspired to force him to sign over the station at a fraction of its true value.

Mr. Schwartz said he had not been officially apprised of the action and dismissed it as a "nuisance suit." A veteran Chicago advertising executive, Mr. Schwartz said he serves as sales representative for both XEG and XERB Rosarito Beach, Mexico. At one time his agency placed substantial mail order business on the border radio outlets, but the volume has diminished considerably in recent years, he explained. He is credited in Chicago advertising circles with placing hundreds of thousands of dollars in the Mexican stations over the years. He formerly represented other border station properties, he pointed out.

■ Media reports

Broadcast interests stay ■ Last week's sale of the *Pittsburgh Sun-Telegraph*, a Hearst newspaper, to the *Pittsburgh Post-Gazette* did not involve any of the broadcast interests held by the papers. The *Sun-Telegraph* is owner of WCAE-AM-FM and owns 50% of WTAE (TV) Pittsburgh. The independent *Post-Gazette* is owner of WWSW-AM-FM Pittsburgh and has a 50% interest in WIIC (TV) Pittsburgh. The Hearst chain also owns WBAL-AM-FM-TV Baltimore, Md., and WISN-AM-FM-TV Milwaukee.

Island named ■ Broadcast Island was the prizewinning name for the area where WCKR and WCKT (TV) Miami has its studios, according to an announcement by Niles Trammell, president of Biscayne Television Corp. Thousands of entries were received in a contest challenging viewers to name the island. The winner received a color tv set.

Wings for KOL ■ The Federal Aviation Agency has granted approval for KOL Seattle, Wash., to construct a heliport next to its studios. The heliport, designed for use by KOL's news personnel, also will be open for general public use, serving more than 50 commercial firms in the area. Construction is scheduled to begin within 90 days.

ABC adds three ■ The addition of three stations as new ABC radio affiliates has been announced by the network. New affiliates are KICO Calexico, Calif., (250 w on 1490 kc); WPOM Pompano Beach, Fla., (1470 kc with 5 kw) and WBAT Marion, Ind., (250 w on 1400 kc).

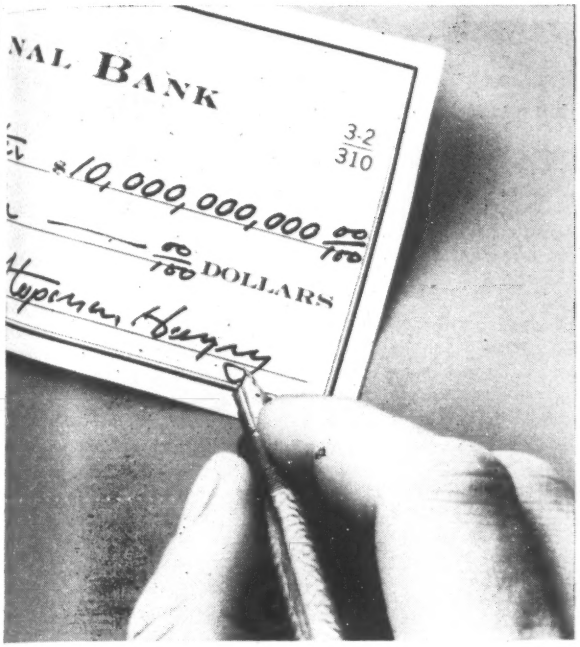
More power ■ KBIQ (FM) Los Angeles has switched power from 55 kw to 110 kw. The change took place last Monday at 12 to effect "high power at high noon." KBIQ's transmitter and antenna are located atop Mount Wilson, 5,800 feet above sea level and 1 mile above Los Angeles.

Press Club awards ■ News department of WTMJ-AM-TV Milwaukee was recipient of the two Milwaukee Press Club 1959 awards to broadcast media at its fourth annual Gridiron dinner April 19. WTMJ-TV was honored with the Blatz Brewing Co. award for "distinguished service in television reporting" and WTMJ the Pabst Brewing Co. citation for "distinguished service in radio reporting." Tv award was based on a five-part series dealing with physical conditions of the city's downtown area and the radio honor for covering the arrival of the first foreign ship through the St. Lawrence Seaway.

Seven for Mutual ■ Mutual reports that seven stations have signed contracts as network affiliates, with service started at five outlets last week and scheduled to begin today (May 2). The new affiliates are WCUE Akron, Ohio; KRIG Odessa, Tex.; WITY Danville, Ill.; WORC Worcester, Mass.; KLUE Longview, Tex.; KPUG Bellingham, Wash., and KBRC Mt. Vernon, Wash.

On-the-air ■ WCCV (FM) Charlottesville, Va., began broadcasting on March 5. WCCV is owned and operated by Eastern Broadcasting Corp., licensee of WCHV Charlottesville and WILA Danville, both Virginia. Programming for the 97.5 mc station is completely separate from WCHV, and features pop and classical music.

Ground-breaking ■ KPHO-TV Phoenix, Ariz., broke ground during ceremonies atop South Mountain in Phoenix, where its new transmitter will be located. The occasion marked the beginning of a $400,000 improvement program for the station, according to Richard B. Rawls, general manager of KPHO-AM-TV.



Is this common sense?
Spending $10,000,000,000 to lose $350,000,000 a year?

Doesn't make sense, does it? Yet that is exactly what is being urged on the U. S. by the lobbyists for more government-in-the-electric-business. And all America's taxpayers would have to pay for this peculiar deal.

AVOIDING SHARE OF TAXES

Here's how it works. The advocates of federal electric power systems want government to spend $10,000,000,000 *more* on top of about $5,500,000,000 of taxpayers' money already spent. These so-called "public power" systems are exempt from federal income taxes, and largely from any state or local taxing.

On the other hand, $10,000,000,000 spent by independent electric companies would *produce* about $350,000,000 yearly in federal, local and state taxes, at today's rates.

TAXPAYERS PAY TWICE

So the "public power" proposal boils down to hitting most taxpayers *twice:* use their taxes to build government power systems—and tap them for the share of taxes that government systems escape.

UNNECESSARY SPENDING

The tragic fact is that more spending for such federal power programs would be unnecessary. The hundreds of independent electric companies are able and ready to provide for the nation's growing electric needs. They are financed by investors instead of taxpayers. They've proved they can supply plenty of low-price power *without* using tax money to do it.

WHAT YOU CAN DO

The choice seems so easy you wonder why it's necessary to talk about it. But that $10 billion may be spent for more federal "public power" because so very few people know the facts.

Will you help spread the word? The coupon below will bring you more facts and figures. Check the pieces you want. They'll come promptly, at no charge.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1112-O, 1271 Ave. of the Americas, New York 20, N. Y.

Please send material checked below:

☐ The new, free booklet, "Who Pays for Government-in-the-Electric-Business?"... telling how my taxes are affected when the government gets into the electric business, and important facts about the independent electric companies.

☐ Names of companies that sponsor this message.

NAME _____
(Please print)

ADDRESS _____

CITY _____ ZONE ___ STATE _____

THE CLARK-HARRIS PAYOLA HOP

Hearing rocks 'n' rolls to melody of the 'All-American Boy'

The vagaries of the music business, from historic song-plugging to promotion of record plays via television and radio, provided a week of payola excitement for the House Legislative Oversight Subcommittee.

Five days of open and closed hearings produced torrents of newspaper headlines based on conflicting testimony involving Dick Clark, ABC-TV network disc jockey, and lesser-paid jockeys in financial deals ranging from $25 into thousands of dollars (see payola story page 60).

Star of the week, Mr. Clark was left for Friday plucking as the subcommittee refused request of counsel to let his *American Bandstand* (ABC network) story be told early in the week.

Instead the subcommittee's strategy followed another course. Mr. Clark and his employer, Leonard H. Goldenson, were put off while legislators used the first four days of the week to introduce sheafs of payola evidence. This was designed to show Mr. Clark's dominant influence among disc jockeys in the sale of records. Mr. Goldenson is president of American Broadcasting-Paramount Theatres and the ABC radio and tv networks.

The subcommittee's strategy forced the ABC-Clark side to reveal much of its defense in advance without benefit of Clark-Goldenson testimony. This provided the subcommittee an opportunity to discredit many of their arguments before they could take the stand.

Exposure Methods ■ Much of the early-week testimony dealt with the methods record label owners use to obtain exposure on radio and tv, especially *Bandstand*. The subcommittee's evidence dealt with the treatment of composers and artists by record label owners as well as the payments slipped to broadcast performers and disc jockeys in an effort to obtain air plays.

Some of the week's highspots, prior to Mr. Clark's appearance:

■ A Clark witness presented a survey showing that *American Bandstand* plays of records in which Mr. Clark had some sort of business interest followed the popularity ratings of all records heard on the programs.

■ Three subcommittee witnesses contended the statistics were nonsense and unreliable. One drew entirely different conclusions by processing the same punch cards in other ways.

■ A composer and a popular singer disagreed with the testimony of a label owner whose record "The All-American Boy" was played 18 times in two months on *Bandstand*. Here the subcommittee was offering evidence designed to show that Mr. Clark played the record after the label owner switched his pressing contract from RCA Victor to a Clark-interest pressing firm, Mallard Pressing Co., Philadelphia.

■ The testifying singer, Billy Parsons, whose name appeared on the record though a Bobby Bare did the actual vocalizing, complained that he was fast piling up debits as the popularity of the record reached the 500,000 mark. Promotion expenses for the record were charged against his royalty statement faster than royalties were added, he complained, a liability he resented in his testimony.

■ Lists of specific payments to disc jockeys, including Mr. Clark, were introduced in evidence. These were made by Universal Record Distributing Co. and Jamie Record Co., Philadelphia. Active management of both was Harry Finfer, Universal vice president-manager.

■ Subcommittee documents, which Mr. Finfer supported in testimony showed Mr. Clark received $31,575 profit on a Jamie stock deal while one-fourth owner of Jamie.

■ The Jamie payments were aimed to show that disk jockey Clark in effect made payments to other disc jockeys.

Pressed as to his reason for a long list of payola payments to disc jockeys, including Mr. Clark, Mr. Finfer said he paid them "to listen to records and see if they consider them good enough to play." As to Mr. Clark, he explained, "I wanted his expert knowledge." And when asked why sums varied, he said a payment "was limited to what his program could do." Questioning brought out that Universal distributes Jamie records, holding about 100 titles.

The 'All-American' Story ■ Three witnesses before the subcommittee headed by Chairman Harris (D.-Ark.) were

Trend conformer ■ Records in which Dick Clark had a possible interest through holdings in publishing, pressing and label companies were performed in equal ratio to popularity ratings on the Clark ABC programs, the House Oversight Subcommittee was told April 26 by Bernard Goldstein, vice president of Computech, New York data processing firm. Here he shows chart comparing plays of Clark-interest records with all record plays on basis of popularity as shown by *Billboard* and *Cashbox*.

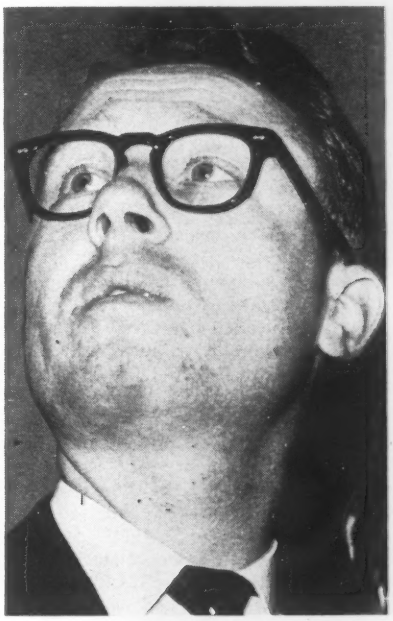
The chart was designed to show that Mr. Clark did not favor his own interests in performing records on network. Three statisticians were introduced who disputed the conclusions drawn by Computech, including one who drew different conclusions.

HARRY CARLSON

Recorded 'All-American Boy'

HARRY FINFER

Identified payments to d.j.'s



JOSEPH L. TRYON

Same cards, different results

asked about "The All-American Boy" promotion, in an effort to show how Mr. Clark's interest in Mallard Pressing Co., Philadelphia, was tied into *American Bandstand*.

Harry Carlson, president of Fraternity Records, an independent label that owned the recording, said he had not contacted Mr. Clark or Tony Mammarella, producer of *Bandstand*, but dealt only with Ed McAdams of Mallard. The subcommittee questions were planned to show that *Bandstand* pushed the record because Mr. Carlson shifted his pressing contract from RCA Victor to Mallard. Mr. Carlson said a statement that the record had passed the million mark was due to an overenthusiastic comment by his brother, Paul Carlson, personal manager of Billy Parsons, whose name appears on the label as vocalist.

Mr. Carlson said he never paid payola but used promotion men in a number of cities. He said if a distributor orders 1,000 records he may give him up to 300 extra copies.

Billy Parsons, billed as "All-American Boy" vocalist, apparently complained he wasn't getting paid for a performance he never made. The actual voice on the record belonged to his friend Bobby Bare, he said. Mr. Parsons said he was paid $3,000 travel expenses to promote the record but this was credited to his royalty account and he still owes Fraternity Records $6,000 for all the promotion. He testified he got minimum scale for appearing lip-sync on *Bandstand* but these payments, too, were charged against the statements. He said he had sought release from his Carlson contract.

Oliver Lunsford, "All-American Boy" composer, traced the history of the song from its taping by Kane Recording Co., Cincinnati. He said Mr. Parsons showed him a royalty statement from Fraternity Records listing over 100 disc jockeys and sums the recording company had paid them. "I remember the name Milt Grant [WTTG (TV), Washington, D.C.] as appearing on the list," he said. He added that the record rose to No. 2 in popularity after it was pushed on *Bandstand*.

Mr. Grant flatly denied after the hearing that he had ever taken money, adding, "The most important thing to me is my audience's belief in the integrity of my program."

What Does It All Mean? ■ A major witness on the Clark side, Bernard Goldstein, vice president of Computech, New York computing firm, submitted a series of tables, with conclusions, based on *American Bandstand* plays.

Mr. Goldstein said the Computech report found that based on popularity as defined by *Billboard* and *Cashbox* rating charts "the number of record performances in which there existed a possible interest (for Mr. Clark) is consistent with the number of record performances in which no such potential interest existed. In brief, this analysis establishes that the playing of interest records was consistent with the popularity of these records based upon independent and authoritative popularity ratings."

Records played by Mr. Clark were classified as "A" and "B" in the study. The A titles were those in which there could be direct or indirect financial benefit to Dick Clark, according to Mr. Goldstein. B titles were those in which no direct or indirect financial benefit existed. The study, he said, was a census of plays from Aug. 5, 1957 to Nov. 30, 1959.

Of the Clark plays, 27% were A titles, according to Mr. Goldstein, with popularity ratings of about 24% for all interest and general records. Mr. Goldstein said he preferred *Billboard* to *Cashbox* ratings, suggesting the latter have "an intuitive approach." At the request of Rep. Moss, Mr. Goldstein calculated the 27% A rating would rise to 29.4% if all plays of "Bandstand Boogie," Mr. Clark's theme song, were eliminated from the statistical universe. Rep. Moss questioned the failure to include AmPar labels in the A class since American Broadcasting-Paramount Theatres, which owns the ABC networks and the record company, is Clark's employer.

Thomas Noonan, research director of *Billboard*, said the magazine's popularity ratings are based on air exposure plus record sales, using a weighted formula. He described Mr. Clark as the most important exploitation element in the industry.

Included in A records were those involving Arch Music Co., Sea Lark Enterprises Inc., January Corp., Mallard, Hunt, Swan and Jamie records; artists Duane Eddy, Lavern Baker, Dale Hawkins, Leslie Uggams and Robert Xgrzux; Chips Distributing Co.,

Payola roll unwinds in House

Payola was given a number of radio disc jockeys by Universal Record Distributing Co. and Jamie Record Co., both Philadelphia, over a two-year period, the House Legislative Oversight Subcommittee was told at the hearing last week (see story below).

The subcommittee listed a series of payments to disc jockeys by Universal, headed by Harry Finfer who also is one-third owner of Jamie. Testimony showed Dick Clark, conductor of the ABC *American Bandstand*, received a total of $31,575 "profit on stock plus salary" for a $125 investment (125 shares) in Jamie stock bought June 16, 1957 and repurchased by the company for $15,000 Dec. 9, 1959.

Profit on the sale of stock by Mr. Clark was listed as $14,875, or 11,900%, testimony showed. In addition Mr. Clark was shown to have been paid $16,700 in salary (52 weeks at $200 and 28 weeks at $225). These deductions were cited: Federal income tax withheld (at 75%) $12,525; social security $120; Philadelphia tax $250.47, a total of $12,895.47.

Rep. John E. Moss (D-Calif.), subcommittee member, said he would turn this information over to Internal Revenue Service and Social Security Administration to find if any regulations or laws had been violated by the method of payment, noting the stock sale came under a low capital-gains tax rate.

The list of Universal payments to disc jockeys during a two-year period (July 1, 1957-June 30, 1959) included $7,375 to George Woods, WDAS Philadelphia; $4,600 to Tony Mammarella, WFIL Philadelphia and ABC *American Bandstand* producer ($500 at time of his baby's birth); $3,811 to Larry Brown, WPEN Philadelphia; $2,700 to Joe Niagara, WIBG Philadelphia; $2,625 to Bud Brees, WPEN; $1,625 to Red Benson, WPEN (see full list below).

Subcommittee counsel and members read a number of names taken at random from a photostat list purporting to show payments by Jamie Records. The list was not introduced in evidence nor were names of recipients fully identified. The transcript shows the following:

May 13, 1958 to Lew Platt, manager of disc jockey Hound Dog, Buffalo, $100; July 18, 1959, Paul Landerman, Harrisburg, $50; July 28, 1959, Ed Hurst, $100; Aug. 7, 1959, Joe Niagara, $100; Aug. 15, 1959, $25, Paul Landesman; Frank Ward, Miami, $100; Bill Allen, Nashville, $200; June 15, 1959, Bill Gavin, $30; June 7, 1959, Harry Miller, $600; July 2, 1959, Joe Feinman, $400; July 2, 1959, Bob Carr (Cleveland promotion man), $100; July 3, 1959, Carson Rennie, Cleveland, $100; July 6, 1959, Thomas A. Sedgwick, $100; July 2, 1959, Earl Wolf, Detroit promotion man, $100; Sept. 3, 1959, Doug Henderson, Philadelphia disc jockey, $200, and Oct. 27, 1959, $50; Dec. 30, 1959, Bob Mitchell, $75.

A separate committee chart showed these Jamie payments (possible duplications in some cases): June 4, 1959, Bill Camperman, Allentown, Pa., $91.11, travel to Miami; June 15, 1959, Joe Niagara (or Niagra), WIBG Philadelphia, $500; June 17, 1959, Harvey Miller, WIBG Philadelphia, $100; July 2, 1959, Joe Finan, Cleveland, $400; July 2, 1959, Bob Skoff, Cleveland, $100; July 6, 1959, Thomas A. Sedrti, Cleveland-Detroit, $100; July 2, 1959, Earl Wolf, Cleveland-Detroit, $100; Sept. 3, 1959, Doug Henderson, WDAS Philadelphia, $200; Oct. 27, 1959, Doug Henderson, $50; Nov. 30, 1959, Bob Mitchell, WIBG Philadelphia, $75; Nov. 2, 1959, Tom Donahue, WIBG, $75; three $1,500 travel expense items for Mr. Finfer, described by the committee staff as including occasional payments of $25-$50 to rural disc jockeys; Feb. 9, 1959, payment of $300 check endorsed by Carole Silverberg, former Jamie employe, attributed to Mr. Niagara; Feb. 27, 1959, George Johnson, WDAS, $25; Feb. 28, 1959, Frank Ward, Miami, $100; March 6, 1959, Bill Allen, Nashville, $200.

Other payments listed by the committee include: May 21, 1958, Ed Hurst, WRCV Philadelphia (formerly at WPEN), $50 and July 28, 1958, $100; Aug. 7, 1958, Joe Niagara, $100; Aug. 15, 1959, Paul Landesman, $25; Sept. 9, 1958, George Woods, WDAS Philadelphia, $300.

Following is an official subcommittee list of payments made to disc jockeys by Universal Radio Distributing Co. from July 1, 1957, to June 30, 1959, as brought out during Mr. Finfer's testimony:

July 1, 1957—December 31, 1957

Lloyd Smith (Fat Man), WHAT Phila. $180.
Grady & Hurst, WRCV Phila. 275.
Tom Donahue, WIBG Phila. 350.
Joe Niagara, WIBG Phila. 800.
Ed Hughes, WICK Scranton 75.
TV Whitfield, WHAT Phila. 220.
Jack O'Reilly, WPEN Phila. 600.
George Woods, WDAS Phila. 1850.
Paul Landesman, WHBG Harrisburg 400.
Hy Lit, WHAT & WDAS Phila. 325.
Mitch Thomas, WDAS Phila. 475.
Larry Brown, WPEN Phila. 1095.
Bud Brees, WPEN Phila. 850.
Steve Wade, WAED Allentown 50.
Tony Mammarella, WFIL Phila. 500.
Kae Williams, WHAT & WDAS Phila 100.
Jack Barry, WVCH Chester, Pa. 50.
Bill Camperson, WHOL Allentown 35.
Gert Katzman, WPEN Phila. 100.

January 1, 1958—June 30, 1958

Joe Niagara, WIBG Phila. $600.
Tom Donahue, WIBG Phila. 300.
Bud Brees, WPEN Phila. 550.
George Woods, WDAS Phila. 1700.
Tony Mammarella, WFIL Phila. 1100.
Lloyd Smith (Fat Man), WHAT Phila. 35.
Mitch Thomas, WDAS Phila. 300.
Paul Landesman, WHGB Harrisburg 275.
Kae Williams, WHAT & WDAS Phila. 250.
Jack O'Reilly, WPEN Phila. 350.
Gert Katzman, WPEN Phila. 50.
Larry Brown, WPEN Phila. 787.
Hy Lit, WIBG Phila. 125.
Red Benson, WPEN Phila. 300.
Ed Hurst, WRCV Phila. 225.
Julian Graham, WDAS Phila. 25.
Billy Dupree, WDAS Phila. 15.
Bill Camperson, WHOL Allentown 25.

July 1, 1958—June 30, 1959

Paul Landesman, WHGB Harrisburg $600.
Red Benson, WPEN Phila. 1325.
Larry Brown, WPEN Phila. 1929.
Bud Brees, WPEN Phila. 1225.
Ed Hurst, WRCV Phila. 300.
Bill Curtis, WHAT Phila. 437.
George Woods, WDAS Phila. 3825.
Tony Mammarella WFIL Phila. 2400
Hy Lit, WIBG Phila. 1225.
Mike Lawrence, WIBG Phila. 300.
Mitch Thomas, WDAS Phila. 50.
Bill Franklin, WHAT Phila. 25.
Kae Williams, WHAT & WDAS Phila. *625.
Bill Camperman, WHOL Allentown 175.
Tom Donahue, WIBG Phila. 825.
Jack O'Reilly, WPEN Phila. 600.
Julian Graham, WDAS Phila. 285.
Julian Graham (Lee Fisher) WDAS Phila. 150.
Doug Henderson, WDAS Phila. 425.
Sid Marks, WHAT Phila. 200.
George Johnson, WDAS Phila. 276.
Joe Niagara, WIBG Phila. 1300.
Lloyd Smith (Fat Man), WHAT Phila. 75.
Carson Rennie, WPEN Phila. 300.
Wm. Franklin, WHAT Phila. 25.

* $400 consisted of accounts receivable for records purchased by his record shop.

Dick Clark Albums and Be My Girl.

Other Statisticians ■ The credibility of the conclusions drawn by Mr. Goldstein was kicked around by subcommittee members and three statisticians called as subcommittee witnesses.

Joseph F. Daly, chief mathematical statistician of the U.S. Census Bureau, said the main Goldstein conclusions weren't supported by the computer's own figures. Mr. Goldsein had testified as a mathematical computer but Mr. Daly said the witness had entered the statistical field when he drew conclusions. "This business of statistics should be left to people trained in that art," Mr. Daly said. He suggested experiments be devised to show the effect of

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May 15-21

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performance on popularity. "This looks as if they were groping for something," he observed.

Morton S. Raff, U.S. Bureau of Labor Statistics, testified the Goldstein report "offered no real evidence on the point at issue." He added, "The figures do not support the conclusion that preferential treatment was not given Clark-interest records."

Finally, Joseph L. Tryon, teacher of economics and statistics at Georgetown U., described the Goldstein analysis as "of practically no value." He drew a series of conflicting conclusions based on his own processing of the Computech cards. "Averages tell nothing about the way individual records were treated on the shows," he contended, adding that averages "can cover up favoritism shown some Clark-interest records."

Mr. Tryon said there is no criterion relating the number of plays to popularity ratings. "For given popularity," he added, "Mr. Clark played interest records more frequently and over a longer period."

Rep. William L. Springer (R-Ill.) commented, "Clark played titles in which he had no interest, for a given level of popularity."

Song Plugging History ■ Paul Ackerman, music editor of *Billboard*, laid the historical background of payola in the music publishing and record business, recalling development of song-plugging to obtain exposure. He saw a need for a higher level of morality in the music industry; protection of small business interests; legislation making payola and "subversion of the airways" a criminal offense, and self-policing by the record industry. Mr. Ackerman said the magazine had fired an employe whom the subcommittee found leaking advance information on its record popularity polls.

Witnesses listed in executive sessions during the week included Alan Freed, disc jockey released by WABC New York, ABC o&o station, when he refused to sign an affidavit that he had not taken payola; Bernard Lowe, song writer, music publisher and Harry Chipetz, head of Chips Distributing Co.; George Paxton, Coed Records and George Goldmer, record manufacturer.

The oversight subcommittee ran smack into a new mess at the weekend when it received a report that someone had broken into the office of a member of the Federal Power Commission, Arthur Kline. This raised rumors that a subcommittee investigator might have been involved. The subcommittee is planning to investigate reports that power commission members have had *ex parte* contacts with utility officials. Chairman Harris said investigators denied any knowledge of the office-rifling.

AFTER PAYOLA: STATION SALES

Harris predicts 'transferability' curbs

Next target of the redoubtable Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is radio and tv station sales.

This was made clear last week when the Arkansas Democrat observed that he believed Congress will enact legislation to limit "the transferability of radio and tv licenses in an attempt to put an end to speculative practices which have developed in the industry in connection with the buying and selling of radio and television station properties."

Mr. Harris told the Overseas Press Club April 25 in New York that by making radio and tv stations less attractive to speculators, the quality of broadcasting will be improved.

"It is hoped," he said, "that in the future those who invest their funds in these properties will do so because they are motivated not solely by the desire for quick financial gain but by the desire to render an important community service in return for reasonable profits . . ."

The FCC, Rep. Harris added, will be given "greater" powers to determine the public interest of proposed transfers. He also said the 1952 McFarland Amendments resulted from industry pressure to weaken the power of the commission and make "quick turnovers in station properties" easily possible.

Among other things, the 1952 amendments forbade the FCC to take into consideration any other person but the proposed transferee or assignee in acting on applications for stations transfers.

Previously the commission had, for a few years, a policy of accepting other applications for a station which was up for sale approval.

In other sections of the same speech, Rep. Harris:

■ Called for establishment of a single spectrum board to divide the radio spectrum between government and civilian users. This is an outgrowth of hearings last year before Rep. Harris' committee. Mr. Harris has introduced HR-8426 to accomplish this purpose, but no hearings have yet been held or scheduled.

■ Implied he did not think much of reported proposals for the appointment of a frequency usage adviser to the President (BROADCASTING, April 4).

■ Warned that if uhf television is not used, it will be reassigned to other services.

■ Predicted that Congress will prohibit deceptive programming and payola.

IN THE CONGRESSIONAL HOPPER

Here are capsulated versions of congressional legislation of interest to broadcasting and allied fields:

HJ Res 664. Rep. Harris B. McDowell Jr. (D-Del.)—provide for appointment for eight years of Justice Dept.'s assistant attorney general in charge of antitrust division to give him "a measure of the independence afforded federal judges." Judiciary Committee. March 28.

S 3308. Sen. John Butler (R-Md.)—to tighten federal agency "ex parte" bans and prohibit acceptance by members or employes of "unusual hospitality uncalled for by the personal relations of the parties." Judiciary Committee. April 1.

S 3343. Sen. Warren G. Magnuson (D-Wash.)—authorize FCC to control receiving antenna towers (30 feet or higher) as well as transmitting antenna towers. Commerce Committee. April 6.

HR 10575. Rep. Seymour Halpern (R-N.Y.)—prohibit conflicts of interest and gifts involving present and former employes of executive branch of government, including federal independent agencies; provides for periodic statements by such employes as preventative measure and provides penalty of $10,000 fine and/or a year's imprisonment for "knowing" and "purposeful" violations. Judiciary Committee. April 5.

HR 11397. Rep. Emanuel Celler (D-N.Y.)—outlaw payola involving broadcast of musical works or recordings with criminal penalty for person paying or accepting payment. Commerce Committee. March 28.

HR 11398. Rep. Emanuel Celler (D-N.Y.)—authorize FCC to issue "conditional" license renewal for one year where deemed appropriate in public interest, consider payola offenses in such renewals and make mandatory such one-year license renewals where payola pattern or practice is shown over six-month period. Commerce Committee. March 28.

HR 11411. Rep. Morgan M. Moulder (D-Mo.)—give Senate and House committees review and veto power over rules and regulations proposed by federal agencies under their jurisdictions, the first committee to act determining whether the rule goes into effect. Rules Committee. March 28.

HR 11622. Rep. Morgan M. Moulder (D-Mo.)—to deny tax deductions for any advertising not designed to promote sale of goods and services (aimed at ads designed to influence public opinion on public issues or to influence the action of office-holders but apparently does not exclude "good will" or "institutional" advertising). Ways & Means Committee. April 6.

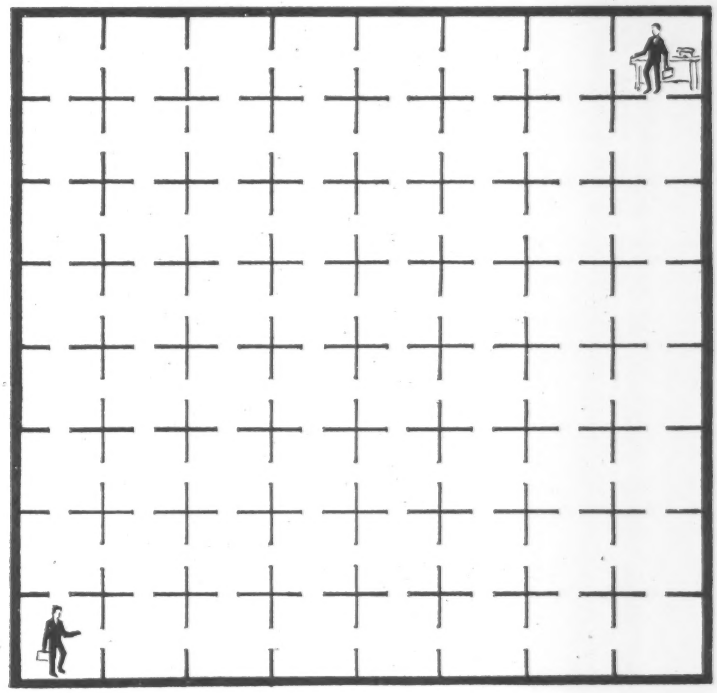
HR 11789. Rep. B.F. Sisk (D-Calif.)—allow the Federal Trade Commission to enjoin practices for which it seeks a cease and desist order, pending disposal of an FTC complaint. Commerce Committee. April 18.

HR 11805. Rep. Harlan Hagen (D-Calif.)—same as HR 11789, foregoing. April 19.

HR 11877. Rep. Oren Harris (D-Ark.)—same as S 3343, foregoing. Commerce Committee. April 21.

HR 11921. Rep. Toby Morris (D-Okla.)—same as HR 11789, foregoing. April 26.

HR 11936. Rep. Randall S. Harmon (D-Ind.)—require advertising of imported articles to identify country of manufacture. Commerce Committee. April 27.



SAD STORY

The illustration above shows an imaginary Madison Avenue agency. Each square is an office with openings as indicated. The hour is late. Our man from H-R (in the reception room, lower left) and the agency's V.P. in charge of media (in his office, upper right), hard workers both, are the only folks present. Being a dedicated rep, the man from H-R wants to reach the V.P. to tell him the latest about WMAL-TV. Being a dedicated media man, the V.P. is equally anxious to listen. (*Sad* story?) Each sets out for the other at the same instant, walking at the same speed, slow enough to cover the ground, fast enough to get the problem over in time to catch a late train.

But there are complications. Each visits every office once and only once in the fewest possible straight lines, the V.P. heading for the reception room, the man from H-R heading for the V.P.'s office. (We have to throw in rules like this or there would be no puzzle.)

Although they catch occasional glimpses of each other, they don't meet.* What route does each take?

Send us the solution and we'll provide you with a copy of Dudeny's "Amusements in Mathematics," published by Dover Publications, Inc., N.Y.

*See why it's a sad story? They meet for tea the next day.

wmal-tv abc

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Magnuson threatens tax on television

Television faces the possibility of paying approximately $11.5 million annually in federal excise taxes to be earmarked for educational tv.

SEN. MAGNUSON

This is the impact of a bill which Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, has ready to introduce if the House does not act favorably on pending legislation to make outright federal grants for etv.

The new legislation would put a 1% federal excise tax on all commercial tv revenue—network, spot and local. With the 1959 estimated tv billing of $1.15 billion, this would amount to an annual tax of $11.5 million. Grants under the program for etv would be made jointly by the FCC and the Health, Education & Welfare Dept. No limit is set for individual grants, which would be for one year only but an etv station could receive concurrent grants. The money would be used "to assist in establishing, improving and operating educational television stations."

An Advisory Board on Educational Tv Grants would be established by the bill to help FCC and HEW in disbursing the accrued monies to etv. The board members would be appointed by the President and would receive $50 per day and travel expenses when engaged in board business.

Tired of Waiting ■ Pointing out that the Senate has twice passed a bill allocating $1 million to each state for etv, Sen. Magnuson said he is tired of waiting for the House to act. An etv bill (HR 10609) that is somewhat different from the Senate version (S 12) introduced by Sen. Magnuson has been approved by the House Commerce Committee and now is awaiting floor action in the House.

Sen. Magnuson said he would introduce the new measure if the House fails to approve an etv subsidy, opposed by the administration as unneeded and on budgetary grounds. "I don't know how far we will get, though," the Washington Democrat admitted.

HR 10609 is slightly less generous than S 12. It would authorize only $750,000 for each state to use for etv, plus $10,000 in matching funds for state surveys. Also, under the House bill, no one project may receive over $150,000.

SEC. 317 COMMENT
FCC is told it has 'gone too far this time'

The FCC has gone beyond the generally accepted interpretations of Sec. 317 and is grossly unfair to broadcasters.

That is the general view of some 40 small market stations filing early comments with the commission on its controversial plugola notice of March 16. Deadline for filing comments to the Commission's notice of inquiry was today (May 2).

Many of the smaller stations which filed told the FCC that the only means they have of being kept supplied with current record releases is through subscription plans. Facilities in remote sections or on the fringes of metropolitan areas emphasized they are the ones most deeply affected by the commission rule (BROADCASTING, March 21).

A few went into great detail to explain the problems facing small market stations in obtaining records.

The Problem ■ WLSI Pikeville, Ky., said that, since it was in a remote area, obtaining records "has always been a problem." The station explained that it subscribes to six record distributing services and has found that "it is better" to take all the records offered because otherwise it must "wait a long time to purchase." The station said that it throws away the records it finds unacceptable. "It never occurred to us," WLSI said, "that this method of obtaining records would require sponsorship identification."

Another station, WLTC Gastonia, N.C., said: "We get practically no national business because of the feeling that our area is adequately covered by the stations in Charlotte, about 20 miles away." For this reason, it suggested, none of the record manufacturers "are particularly anxious for us to play their records." The station admitted that manufacturers "are interested enough to send us some records but certainly not interested enough to offer payola for playing them."

KTOK Oklahoma City said that the operator of small market stations would not have at his disposal the great number of recordings which he now has under the present system of supply especially at reduced prices. The station underscored the fact that in many small areas there is no retail outlet which stocks a wide selection

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* Five full ½ hours of local public service programming each week.

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of records. KTOK pointed out, as did many others, that the intent of the supplier should have no bearing on whether the broadcast of such records requires an appropriate announcement or not. The fact that a station is supplied with free or reduced-price recordings has no bearing on whether or not it will be broadcast.

Other comments by the smaller market stations:

■ Music selection is always based on audience appeal. Intelligent programming dictates that records played should be either the current best sellers or old favorites, neither of which can be influenced by freebies.

■ The receipt of single copies of records (worth 50 cents) is not "valuable consideration" within the meaning of Sec. 317.

■ Broadcast stations cannot be held responsible for the sins of a very few and "other means" should be found to penalize those who have betrayed the public trust and interest.

The Texas Assn. of Broadcasters, in a 50-page brief filed with the FCC said that if the agency does not alter the scope of Sec. 317, "broadcasters will operate in an aura of fear, never being certain that their presentations are not tainted in some respect which would subject them to possible license loss or penal sanctions."

The association said that the March 16 public notice "makes a mockery of the responsibilities to the public carried by broadcast licensees and a sham of their belief in the industry itself."

A SEC. 315 CASE
FCC says sheriff's show is not news

Stations using political candidates on programs other than *bona fide* news presentations had better be prepared to give their opponents equal time. That was the gist of an FCC decision last week in a Sec. 315 complaint lodged by a West Virginia primary candidate for Congress.

The commission supported Stanley R. Cox's complaint against WCLG Morgantown, W. Va., that the station has featured his opponent in a public affairs program and denied him equal time.

WCLG admitted that Mr. Cox's opponent, Sheriff Charles Whiston, has been featured on a five-minute noontime broadcast, *Sheriff's Office Calling*, in which arrests and other activities of interest are recited. At the conclusion of the show, the sheriff has a "thought for the day" of approximately 30 seconds duration. The station said that it had refused Mr. Cox's bid for equal time "on the ground that the program is a public service feature."

Editorializing ■ The commission indicated that the content of the West Virginia program is "determined by Sheriff Whiston and not by the station . . . and that remarks made by [him] in his 'Thought for the Day' . . . appear to be an editorial statement."

Congress did not intend to exempt "the program in question" from the requirements of Sec. 315 the FCC said. The sheriff's appearance on the program while he is a candidate for office is "a Sec. 315 use of the facilities of station WCLG, thus entitling his opponent for the same office in the same party's primary to 'equal opportunities' within the meaning of Sec. 315 . . ."

This marks the first decision made by the commission favoring an equal time complaint. Two previous decisions have denied requests for equal exposure. In the case of KWTX-AM-TV Waco, Tex., weathercaster Jack Woods, a candidate for reelection whose opponent for the Texas Legislature requested equal time, the FCC found that Mr. Woods' show was a *bona fide* news presentation and that he was not even identified by name. A New Orleans circuit court upheld this decision.

The FCC also denied a request by Robert J. Dieli, Democratic candidate for Congress in Ohio who charged that Rep. Samuel J. Devine (R.-Ohio) had appeared on a panel show over WBNS-AM-TV Columbus, when his appearance was not incidental to the discussion. The FCC decided that since both men were candidates in separate primaries and the congressman ran unopposed, no equal time provisions applied.

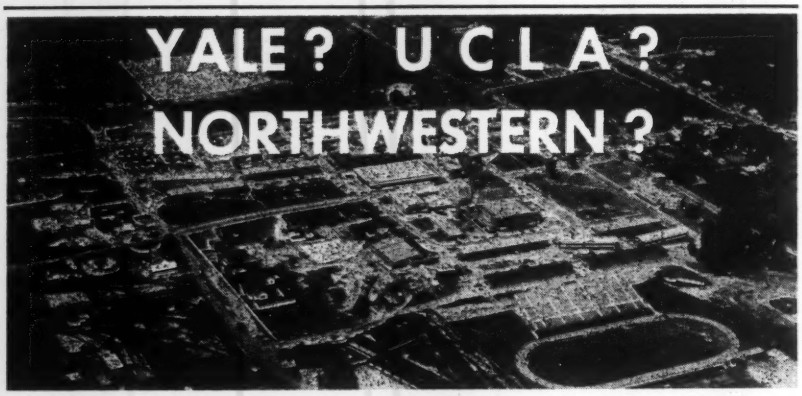
Alabaman says NBC staged demonstration

The FCC last week had no comment to make concerning the validity of a complaint made by an Alabama state official that NBC "staged and directed" racial demonstrations involving Negro college students in Montgomery.

Public Service Commissioner Ralph A. Smith, who made the charge, has written the commission urging an investigation.

In releasing a copy of his letter to the FCC, Mr. Smith stated "I do not know the motive behind the National Broadcasting Company in promoting these interests. . . . But there is the possibility that this is being done in order to serve interests outside the United States."

Sandor Van Ocre, a member of the NBC news staff, spent about 10 days in Montgomery.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

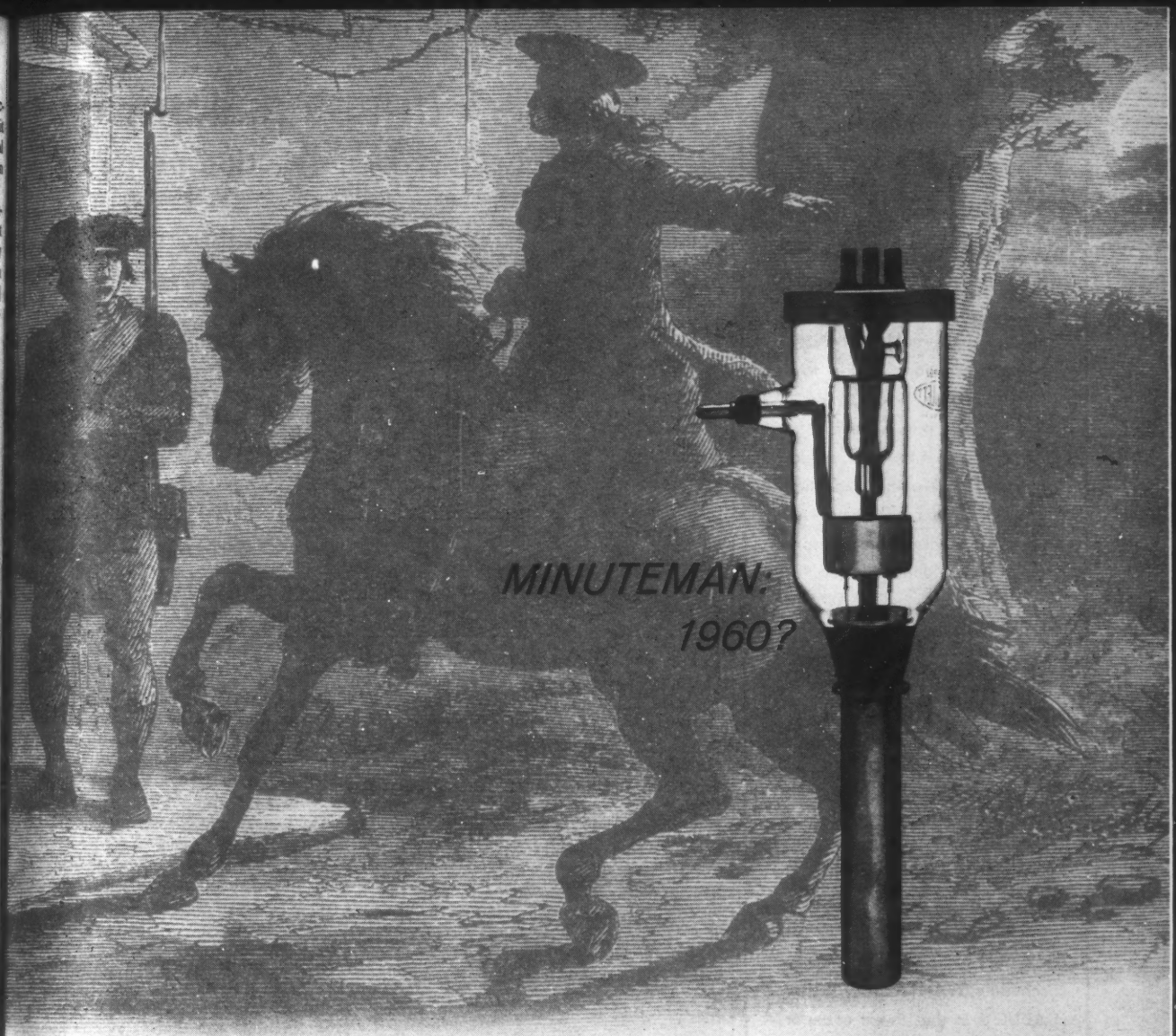
KNOE-TV AVERAGES 75.9% SHARE OF AUDIENCE

According to November 1959 ARB we average 75.9% share of audience from Sign On to Sign Off 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Grambling College, Grambling, La.; one of nine 4-year colleges in our coverage area. This college has an enrollment of nearly 3,000 and a staff of 236 persons.



One, if by land, and two, if by sea . . . an ingenious device, but it took Paul Revere more than two hours to alert the minutemen of 1775. Today, in less time than he could mount his spirited steed, our forces of mass communication can span the nation and circle the globe. It's one reason why America is great and strong—and free. Take radio, for instance. No other force of communication can match its speed. But speed isn't everything. To stay free, we must be not only *constantly alert*, but *well-informed*. KRLA maintains a fully-staffed, fully-equipped News and Public Affairs Department. Its job is to provide complete news coverage every quarter hour, twenty-four hours a day . . . spot news coverage where and when it happens . . . and to produce seven news documentaries each week. This is a big chapter in the story behind the swift rise of KRLA to a position of unquestioned leadership.

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

$100 WEEKLY BUDGET?

On *WJAR*, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of *adult* buyers, and the *lowest* cost per thousand impressions on *any* Providence station.*

$200 WEEKLY BUDGET?

On *WJAR*, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. WANT *RESULTS*? BUY *ADULTS* at the lowest cost per thousand in the market.*

"QUALITY IS WELCOME EVERYWHERE"

*Pulse Oct. '59 and NCS

Sister station of WJAR - TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

DORMANT UHFS ELIMINATED

FCC cancels 16 construction permits

Sixteen tv grantees—all uhf and some holders of permits for as long as six years—had their cps cancelled last week by the FCC. This brings to 21 the number of uhf grants which have been deleted in the commission's current drive to shake out idle uhf permits (BROADCASTING, Feb. 22).

The 16 cancelled last week were all permit-holders who had not answered the FCC's Feb. 19 letter of inquiry. This letter asked what action the grantees had taken to activate their stations.

Last month five uhf permits were cancelled, but these were at the request of the cp-holders.

The remaining 34 uhf grantees who have not put their stations on the air have asked for oral argument before the FCC. The commission will probably schedule these arguments sometime in the near future.

The 16 cancelled last week:

WSTF(TV) Stamford, Conn. (ch. 27); WEAL-TV Orlando, Fla. (ch. 18); WOPT(TV) Chicago, Ill. (ch. 44); WCKG(TV) New Orleans, La. (ch. 26); WITH-TV Baltimore, Md. (ch. 72); WHEF-TV Brockton, Mass. (ch. 62); WNYT-TV Buffalo, N.Y. (ch. 29); WTVG(TV) Mansfield (ch. 36) and WWOC-TV Massillon (ch. 23), both Ohio; WKOK-TV Sunbury, Pa. (ch. 38); WACA-TV Camden, S.C. (ch. 14); KNBT-TV Brownwood (ch. 19) and KXYZ-TV Houston (ch. 29), both Texas; WARL-TV Arlington, Va. (ch. 20); KVAN-TV Vancouver, Wash. (ch. 21); WLTV(TV) Wheeling, W. Va. (ch. 51).

The five uhf grants deleted last March were:

WIND-TV Chicago, Ill. (ch. 20); WKNE-TV Keene, N.H. (ch. 45); WPTR-TV Albany, N.Y. (ch. 23); WEOL-TV Elyria, Ohio (ch. 31); KSPG(TV) Tulsa, Okla. (ch. 17).

Moon over FCC

"Scandalous and impertinent material," were the words used by the FCC *en banc* in dismissing certain pleadings filed by Antennavision Service Co. in a Yuma, Ariz., microwave protest proceeding.

The commission's rare display of public indignation over a filed protest was prompted by such a statement as this from Antennavision: "What has the commission done in this proceeding? It has disgracefully and unprecedently 'passed the buck' to the hearing examiner and, in effect, said, 'we know what the law is but perhaps you would like to overrule us.' Why doesn't the commission also direct that the evidence be adduced on whether the moon be composed of green cheese!"

Ike to speak during Conelrad drill

President Eisenhower will be heard during the nationwide Conelrad drill to be held tomorrow (May 3). The President, along with Defense Secretary Thomas S. Gates Jr. and Office of Civil Defense Mobilization Director Leo A. Heogh, will deliver remarks and advice during the "Presidential Message" portion of the test.

Tomorrow's drill will involve all broadcast stations in the U.S., except those in Alaska, Guam, Hawaii, Virgin Islands and Puerto Rico. The test will be held from 2 to 2:30 p.m. EDT.

All am stations not holding National Defense Emergency Authorizations for operation on Conelrad frequencies of 640 and 1240 kc, as well as fm and tv stations, will remain silent during the test's duration unless authorized by the FCC to operate during the drill.

A major aspect of tomorrow's test will be the requirement by individual Conelrad stations to provide most of their own programming for the drill. Only a small part, particularly the "Presidential Message" segment, will be fed to stations by the four major radio networks. Suggested programming has been furnished each Conelrad station.

Wide interest in the drill is demonstrated in the fact that a 14-station fm network has been created in Illinois to complement the am set-up. This will give the state approximately 95% coverage. Illinois listeners will be sent questionnaires asking about the quality of reception.

Stations don't like Conelrad proposal

Adverse comments from broadcasters are pouring into the FCC on its proposal which would require them to foot the bill for installation of standardized Conelrad alert signal equipment (BROADCASTING, March 21). Cost to individual stations has been estimated anywhere from $150 to $500.

The commission rulemaking would

GULF PRESS CONFERENCE **10**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

Is $1 million a mile a fair price?

That's what you'll be paying, through your government, to build the new interstate highway system by 1976. Some $40 billion for 41,000 miles. It is probably history's greatest public works project. It will benefit the economy and promote national defense. But $40 billion is a lot of money. If the costs are not being fairly shared—and if your dollars' value is not being fully realized—you should know about it.

Q. Wasn't that $40 billion figure somewhat lower at the start?

A. Some $12.4 billion lower. The Federal-Aid Highway Act of 1956 asked $27.6 billion for 40,000 miles. Of this, 90% was to come from a Federal Highway Trust Fund, 10% from the States. But two years later the cost was $40 billion.

Q. That's a mighty big boost. What was the reason for it?

A. In some part, it was the addition of 1,000 miles of roadway. For the *most* part, however, it was the sharply raised cost estimates of the states through which the system passes. The states, you see, pay all costs, then seek a 90% repayment from the Trust Fund.

Q. Where, specifically, are all the dollars coming from?

A. Under the 1956 law, the federal gasoline tax covered 80% of the costs. Other road-user levies would make up the rest. But when Washington raised the gas tax from 3¢ to 4¢ a gallon last October, it *also* raised gasoline's share of the cost to about 85%. This percentage is to hold until the 1¢ boost ends June 30, 1961. Then, other vehicle levies will fill the gap. In short, the road user is footing the whole bill.

Q. Isn't that as it should be?

A. If the new system were meant simply as a motoring convenience, yes. But the highway bill was passed principally for its national defense and overall economic values. It will help the military move men and materials quickly. It will stimulate industrial complexes, lift land values, open up new tax sources. So it would seem defense and general funds should also help finance the highway project.

Q. Will the road-user taxes you mentioned cover the cost?

A. They could—with two big "ifs": first, *if* costs don't rise any more and second, *if* the road-user revenues are earmarked for the program.

Q. Let's look at the first "if." Is another cost rise likely?

A. The facts certainly suggest so. Remember that, only two years after the original estimates were computed, the costs had already risen by 45%.

Q. You suggest, then, that we're not getting good dollar value?

A. Some of us think not. Bureau of Public Roads officials have said that minimum BPR standards were being exceeded and that plush design may be adding to cost. And Virginia's Senator Harry F. Byrd wrote these words to the Secretary of Commerce, "On the basis of the kind of experience we have had with the interstate system to date, it is not difficult for me to foresee costs rising to a point in excess of $50 billion by 1975."

Q. You also suggested that all road-user revenues are not going to the highway fund. Isn't that true?

A. Unfortunately. In 1959, the federal government collected $3.6 billion in road-user taxes—mainly on gasoline. Of this, 39%—$1.4 billion—was turned over to Treasury's general fund. Some states also divert road tax revenues. In 27, constitutions forbid this. But in 1958, $303,326,000 was diverted. That's 6.5% of $4.7 billion taken in.

Q. If the taxpayer pays anyway, what's wrong with present financing?

A. It's unfair two ways. First, the road user—mainly the motorist—is paying for more than the roads. He's footing a huge bill for national defense and economic development which should be paid from other funds. Consider this: at the Defense Department's suggestion, bridges over the system are to be raised from 14 to 16 feet so that missile-carrying trucks can pass. This will add roughly $1 billion to the highway bill—but nothing to motoring convenience.

Q. And what do you see as the second wrong we face?

A. Present practices are pushing gasoline taxes—and thus, gas prices—unnecessarily high. They've caused two tax hikes already, 1¢ in 1956 and 1¢ in 1959. (Taxes now take nearly 50% of the pump price.) And Washington is now asking another ½¢. If all the road-user revenues had gone into the highway fund, last year's 1¢ rise in gasoline taxes wouldn't have been necessary.

Q. What do you think we should do to right these wrongs?

A. Simply be consistent. The government shouldn't have it both ways. If it's wrong to divert general funds to highways, it's also wrong to divert highway revenues to the general fund. We should bring defense and general funds into the program and earmark *all* road-user revenues for it. We must naturally see to it that no waste creeps in.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

FCC justifies its request

The FCC has made public its justification to Congress for authorization to suspend licenses and to impose fines in appropriate cases. The justification closely follows the proposed legislation prepared by FCC General Counsel John Fitz-Gerald last February (BROADCASTING, Feb. 8).

In its congressional request the commission asked for legislation comparable to that of the Federal Trade Commission which is authorized to issue cease and desist orders to restrain offending practices pending final determinations. The FCC said that it was making the request because the only sanction presently available to it is license revocation.

Under the proposal, the FCC would issue a show cause order upon an offending licensee, giving it 30 days in which to appear and answer charges. If, after the hearing, the commission determines that either cease and desist or suspension orders should be issued, it would do so.

Enjoining powers requested by the FCC would be effective until the show cause order "shall have been dismissed . . . or set aside." The commission recommended that upon "proper showing a temporary restraining order and preliminary injunction shall be granted without bond." Suits would be filed in the district of the offender.

New Sec. 313 ■ The FCC also seeks to add a new Sec. 313 to the Communications Act which would empower it to impose fines on broadcast licensees thus "providing an effective tool in dealing with violations" not serious enough to warrant revocation or suspension. The commission asked that it be allowed to impose fines of $1,000 for each day of the violation's duration.

Requesting also the modification of Sec. 312, the commission asked for authority to suspend licenses or construction permits for not more than 90 days in cases where there are false statements knowingly made in applications, repeated failure to "operate substantially as set forth in the license," or for failure to observe a commission cease and desist order.

The text of the FCC's justification follows: Sec. 312 of the Communications Act to read as follows:

Sec. 312. (a) Any station license or construction permit may be revoked or suspended for a period not to exceed ninety days, and any such license or construction permit may be revoked or suspended:

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to Sec. 308;

"(2) because of conditions coming to the attention of the commission which would warrant it in refusing to grant a license or permit on an original application;

"(3) for willful or repeated failure to operate substantially as set forth in the license;

"(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this act or any rule or regulation of the commission authorized by this Act or by a treaty ratified by the United States;

"(5) for violation of or failure to observe any cease-and-desist order issued by the commission under this section.

"(b) Where any person (1) has failed to operate substantially as set forth in a license, or (2) has violated or has failed to observe any of the provisions of this act, or (3) has violated or failed to observe any rule or regulation of the commission authorized by this act or by a treaty ratified by the United States, the commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a license or a permit pursuant to subsection (a), or issuing a cease-and-desist order pursuant to subsection (b), the commission shall serve upon the licensee, permittee, or person involved, an order to show cause why an order of revocation or suspension or a cease-and-desist order should not be issued. Any such order to show cause shall contain a statement of the matters with respect to which the commission is inquiring and shall call upon said licensee, permittee, or person to appear before the commission at a time and place stated in the order, but in no event less than thirty days after the receiot of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the commission may provide in the order for a shorter period. If after hearing, or a waiver thereof, the commission determines that an order of revocation or suspension or a cease-and-desist order should issue, it shall issue such order, which shall include a statement of the findings of the commission and the grounds and reasons therefor and specify the effective date of the order, and shall cause the same to be served on said licensee, permittee, or person.

"(d) In any case where a hearing is conducted pursuant to the provisions of this section, both the burden of proceeding with the introduction of evidence and burdens of proof shall be upon the commission.

"(e) The provisions of section 9(b) of the Administrative Procedure Act which apply with respect to the institution of any proceeding for the revocation of a license or permit shall apply also with respect to the institution, under this section, of any proceeding for the issuance of a cease-and-desist order.

New Sec. 313 be added to the Communications Act to read as follows:

"In any case where the licensee or permittee of a broadcast station has wilfully or repeatedly failed to operate his station substantially as set forth in his license; or has wilfully or repeatedly violated or failed to observe any of the provisions of this act or of any rule or regulation of this commission authorized by this act or by any treaty ratified by the United States; or has wilfully or repeatedly violated or failed to observe any cease and desist orders issued by this commission; the commission may order such licensee or permittee to forfeit to the United States a sum not to exceed $1,000 for each day during which the commission finds that such violation or offense has occurred."

Whenever the commission has reason to believe:

a. that any person or station licensee is engaged in, or is about to engage in, any willful violation of this act or failure to observe any of the provisions of this act or any rule or regulation of the commission authorized by this act or by a treaty ratified by the United States, or for repeated failure to operate substantially as set forth in the licensee's instrument of authorization, and b. that the enjoining thereof pending the invoking of the provisions of Sec. 312 of this act and until a show cause order shall have been dismissed by the commission or set aside by the court on review, or the order of the commission to cease and desist made thereon has become final, would be in the public interest, convenience, or necessity, the commission may, by any of the attorneys designated by it for such purpose, bring suit in a district court of the United States or in the United States court of any territory to enjoin such offense or violation. Upon proper showing a temporary restraining order and preliminary injunction shall be granted without bond. Any such suit shall be brought in the district in which such person or licensee resides or transacts business.

make all broadcast stations install equipment making automatic broadcast of the Conelrad attention signal and the triggering of public receivers.

Approximately 60 stations, most of them in small markets, have already filed their opposition with the FCC. All labelled the proposed equipment as being unnecessary and unwarranted because of the cost factor. Many maintain the present alert signal is adequate. KCRX Midland Tex., for instance, told the FCC that the present alerting system would deny navigational information to a potential enemy just as effectively as the proposed tighter standards.

KBRZ Freeport, Tex., suggested that purchase of the equipment should be paid for by the Office of Civil & Defense Mobilization. The idea of the government picking up the tab was also suggested by several other stations.

Crosley Broadcasting Co. said that the need for stricter tolerances for the attention signal have not been thoroughly studied. The multiple station owner said however that they would comply with the commission's decision.

Deadline for comments has been moved back to June 13 at the request of the National Assn. of Broadcasters.

Antitrust trial ends

The antitrust trial against Screen Gems, Columbia Pictures and Universal Pictures ended last Wednesday (April 27) in U.S. District Court in New York. Judge William B. Herlands reserved decision and ordered the defense and the government to submit briefs by May 26. The government has contended that the acquisition by Screen Gems of the tv distribution rights to pre-1948 Universal features library lessened competition in the field. The trial began on March 14 (BROADCASTING, March 21).

The spectacular shot is not always the bread and butter shot. It's that ability to sink putts consistently inside 6 or 8 feet which separates the pros from the amateurs. And so it is in business, too. The real pay-off comes when television and radio stations also possess that "quality touch"... a touch which is evident in day in and day out practices so vital in producing a winner. May we put this winner to work for you?

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Broadcast Bureau backs initial decision

The FCC's Broadcast Bureau last week supported an initial decision awarding tv ch. 2 in Portland, Ore., to Fisher Broadcasting Co., but the bureau took the applicant to task for not reporting the fact that it has used some of its broadcast facilities to advertise its own products.

The bureau disclosed that the applicant, licensee of KOMO-AM-TV Seattle, had not reported to the commission that its parent company, Fisher Flouring Mills had been a regular advertiser over its Seattle facilities. Although Fisher said that it has treated the flour business as any other advertiser in every respect, the bureau suggested that the initial decision was not in accord with FCC policy.

There is no evidence, the bureau asserted, that the Fisher interests have used stations they own to promote or enhance private business enterprises in which they have an interest. So, it recommended that no penalty be assessed against Fisher.

In exceptions filed, Tribune Publishing Co., co-applicant for ch. 2, told the commission that stations owned and operated "by the Fisher empire" have been used extensively "to promote the selfish interests of the Fisher companies." Tribune stated that the flour mill is the largest advertiser on KOMO and that bank, timber and insurance companies owned by the family have also been similarly used by the Fisher interests without informing the FCC.

TECHNICAL COMMITTEE ON BROADCAST RATINGS

A COMMITTEE OF THE AMERICAN STATISTICAL ASSOCIATION

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HERBERT H. HYMAN
DEPARTMENT OF SOCIOLOGY
COLUMBIA UNIVERSITY
NEW YORK 27, N. Y.

In business ■ Inquiries bearing this letterhead in the weeks ahead will be crossing the desks of the major tv-radio ratings services and the broadcasters, networks, agencies, advertisers and others who use ratings reports. The three-man Technical Committee on Broadcast Ratings, formed under the aegis of the American Statistical Assn., is carrying out a study to examine and evaluate the validity of statistical methods used by ratings services, to be underwritten by the House Legislative Oversight Subcommittee (BROADCASTING, April 4). Subcommittee Chairman Oren Harris (D-Ark.) commissioned the study after testimony last fall indicated tv quizzes were rigged in some cases to hypo ratings.

Two tv cases decided

FCC hearing examiners last week issued initial decisions in comparative hearing cases involving tv ch. 8 in Moline, Ill., and ch. 10 in Charlotte Amalie, St. Thomas, V.I.

Hearing Examiner Charles J. Frederick decided in favor of Community Telecasting Corp. in Moline while denying the competing applications of Tele-Views News Co., Midland Broadcasting Co., Illiway Television Inc., and Moline Television Corp.

Principals in Community are Mal Foster, 10%, director-president, and 17 other stockholders none having more than 10% interest. Mark L. Wodlinger, 10%, formerly sales manager of WOC-TV Davenport, Iowa, is general manager of Community. Mr. Wodlinger has a five year option to purchase 18.2% of the company's stock.

Hearing Examiner Thomas H. Donahue decided for Island Teleradio Service for the St. Thomas ch. 10, after Supreme Broadcasting Co. dropped out.

Principals in Island Teleradio are Robert Moss and Robert Noble Jr., equal partners. Mr. Moss is producer for veteran air personality Martin Block on WABC New York. Mr. Noble formerly sales manager of WABC, is now living in St. Thomas and will prepare for station construction.

Privacy suits settled

A total of $1,752,000 in damage suits, filed against CBS-TV, the Ford Motor Co. and network-affiliated stations in four states, have been settled out of court by an Olympic pole-vaulting star for $35,000.

Legal counsel for Don Laz, former U. of Illinois athlete, said the suits charged unauthorized use of a film strip during a commercial on *The Ed Sullivan Show* in 1958 and thus an invasion of the athlete's privacy. The suits, according to Richard Theis, Urbana, Ill. attorney, were filed and dismissed in Geneva, Ill. (for $840,000); Bristow, Okla. ($137,000); Detroit ($275,000), and Cleveland ($500,000).

DBA seeks advice on weather problems

Daytime Broadcasters Assn. has petitioned the FCC for rulemaking or an advisory ruling for emergency operations by daytime, limited time or specified hours standard broadcast stations, so that they may operate all hours during periods of severe weather conditions despite license limitations.

The DBA asserted that the commission has been giving "tacit approval" for years to limited time facilities which have stayed on-the-air past scheduled hours to report emergency weather conditions. FCC rules provide, DBA said, that stations remaining on the air, or beginning their broadcast day before scheduled hours, had only to inform the commission by letter of the conditions which prevailed.

However, DBA stated, the commission apparently has reversed the long established policy. Last winter, the association reported, KWPC Muscatine, Iowa, operated past its scheduled closing hours to report on a severe blizzard in the area. The station informed the FCC by letter that it had operated past its scheduled sign-off because of the storm and was told "it had improperly operated outside of its regular hours during . . . the storm."

GATES BC-5P-2

The Recognized Leader in 5 KW AM Transmitters

★ ECONOMICAL OPERATION—lower operating cost ★ A NEW SOUND—thru low distortion and wide response ★ EASY REMOTE CONTROL—no outboard devices on the front ★ COMPACT SIZE—nothing external ★ ACCEPTANCE—largest selling 5 KW manufactured today ★ READY FOR SHIPMENT—in stock for prompt delivery

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS

A moderate low-fat well-balanced breakfast for a woman of 45

Overweight not only detracts from personal appearance, it steals from a person's chance for a long and healthy life. As a service to those advising about weight control, a moderate low-fat, well-balanced breakfast is presented here for your consideration. *Its fat content of 10.9 gm. provides 20 per cent of the total calories which makes it a moderate low-fat morning meal.* For women in this age group and for most others, it provides about one-fourth of the recommended dietary allowances as shown in the chart below. This basic cereal and milk breakfast is *well-balanced and nutritionally efficient* as demonstrated by the Iowa Breakfast Studies.

Recommended Daily Dietary Allowances and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Women, 45 Years (58 kg.—128 lb.)	2200	58 gm.	0.8 gm.	12 mg.	5000 I.U.	1.1 mg.	1.5 mg.	17 mg.	70 mg.
Percentage Contributed by Basic Breakfast	22.9%	36.0%	66.5%	22.5%	11.8%	41.8%	53.3%	43.3%	93.6%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.
Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

THE MANY WOES OF MATTY FOX

He's $4 million in debt; SEC makes public stipulation revealing Skiatron's history

Matthew M. Fox is some $4 million in debt. His pay-tv company, Skiatron of America, has total liabilities of almost $4,650,000 and the company from which he holds the pay-tv franchise has spent over $1 million on pay tv without realizing any return. These facts were brought out last week in a hearing before the Securities & Exchange Commission in which the accuracy and completeness of a statement made to the public by Skiatron Television & Electronic Corp. were being examined.

Despite vigorous objections from attorneys representing company executives, a stipulation describing in detail the history and prospects of Skiatron's on-air and wire pay-tv systems was made public. Francis Purcell, attorney for Mr. Fox, announced that for the past month "very serious" and "delicate" negotiations were being held by Mr. Fox with a major movie company. He said that release of the stipulation now "could have a damaging effect."

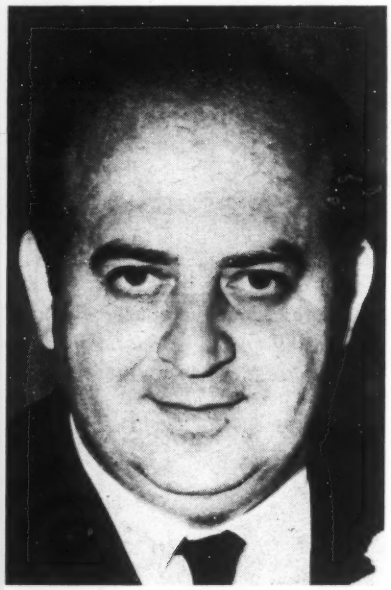
Hearing Examiner Robert M. Hislop overruled Mr. Purcell's motion, stating that the hearing was public and that if witnesses had been called to testify to the material in the stipulations (drawn up mainly to expedite the hearing), the information would now be public. Mr. Purcell appealed to the commission, members of which were reached in Atlantic City. The commissioners sustained Mr. Hislop's ruling.

Julian Jawitz, attorney for Arthur Levey, Skiatron president, said that "a potential deal of great magnitude could be thwarted" by releasing the statement immediately. He said that facts at the time the stipulation was drawn would be rendered untrue if the negotiations are successful.

The SEC hearing on the affairs of Skiatron, which had dragged on for several months, came to a close last week with the company consenting to issuance of a stop order. Trading was suspended in Skiatron common stock in December 1959, with continuances, on grounds that the company's registration statement was misleading and inaccurate and did not permit the public to evaluate the stock. A stop order voids the registration statement's effectiveness and may have an effect on suits brought by stockholders against the company. However, it will not affect the suspension, which may be lifted at the discretion of the commission.

History of SubscriberVision ■ In 1951, Skiatron proposed a pay-tv system in which signals would be coded or "scrambled" over the air and decoded at the place of reception by special devices attached to receivers. The company did not have the financial resources necessary to activate this system and tried to find backers. In March 1954, it entered into contracts with Mr. Fox making his Skiatron of America (S of A) exclusive licensee of the system throughout the world, for compensation of 5% of gross revenues. Mr. Fox was to be responsible for the commercial development and exploitation of the system, including programming.

Efforts to obtain FCC approval of a pay-tv experiment were unsuccessful



MR. FOX
Has money problems

from 1954 to 1957 at which time the conditions set forth were limited. Skiatron and S of A did not have the financial resources themselves and, according to the statement, the companies felt that restrictions the FCC had placed "could not be met . . . by an economical operation."

The companies then switched their main effort to a wire system. The wire system contemplates the running of coaxial cables under and above the streets (following the existing facilities of the telephone company). Drop-offs would reach into each home and each subscriber's tv set. Unused channels on existing tv sets would be used. The viewer would pay for each program viewed (the total being recorded electronically by the set) and would pay a set fee of $4.33 per month additionally. Under the wire system, S of A would pay 2½% royalties (from program fees only) to Skiatron instead of 5%, due to the greater expense of operation.

Patents Pending ■ The stipulation says that the presently issued and outstanding patents held by Skiatron are not integral to either of its pay-tv systems. Although it has filed patent applications, "no opinion can be expressed at this time whether [they] will ripen into patents or whether such patents, if issued, would in the event of future litigation be adjudged valid."

Initial cost of establishing a wire system to reach approximately 102,500 subscribers and assuming 50% acceptance would be some $13 million, it is estimated. And, the amount of subscriber acceptance could not be predicted entirely accurately.

During the past six years, Mr. Fox entered into several programming agreements, notably with impresario Sol Hurok and with Horace Stoneham, president of the San Francisco Giants.

In the case of Mr. Hurok, S of A was obligated to pay $260,000 per year to him as consultant fees and on behalf of his efforts to negotiate agreements between that company and performers affiliated with him. However, the contract states that neither Mr. Hurok nor any of his corporations have the right or power to make any agreement on behalf of any of their artists or attractions. This contract was terminated by mutual agreement. However, S of A retains an option to reinstate it, if it can get a pay tv system operating.

In the case of the Giants, the contract, dated May 27, 1957, called for payments of $2 million a year, of which only $750,000 has been paid.

The stipulation states that Mr. Fox and S of A have $1 million outstanding debts in court judgments and that he has borrowed some $3 million from lending institutions. (For further details on Mr. Fox's fiscal dealings, see BROADCASTING, March 21.) As the stipulation puts it: "A solution for Fox's financial position is therefore a condition precedent to the development, promotion and operation of a subscription television system by [S of A] for the benefit of [Skiatron]."

Furthermore, it says, Skiatron has no available source of income at the present and must rely upon Mr. Fox or "some successor to the 'Fox franchise'." Even were the system to begin immediately, Skiatron would get only 2½% of direct proceeds with the rest going to S of A.

Speculation has been rife as to the film company with which Mr. Fox's lawyer said he was negotiating. The rumors have apparently caused concern among motion picture exhibitors,

who are unrelenting foes of pay-tv. But as of last week, Skiatron and Skiatron of America were without funds, without significant patents and without any substantial number of programming sources committed to them.

W. Va. tv transfer protested by rival

The FCC has granted a protest by a West Virginia tv station and designated for hearing the transfer of control of a rival facility, over which charges of misrepresentations and economic injury have been made.

WSTV Inc., licensee of WBOY-TV Clarksburg, asked the commission to designate for hearing the transfer of control of WJPB-TV Weston. WJPB filed for transfer on Jan. 28, announcing the proposed sale of 50% interest by J. Patrick Beacom to Thomas P. Johnson and George W. Eby for $100,000. The transaction followed a merger agreement when Messrs. Johnson and Eby, as principals of Telecasting Inc., opposed WJPB-TV for ch. 5. The station, now on ch. 35, holds a permit for ch. 5, granted Nov. 4, 1959. Messrs. Johnson and Eby are principals in the now-dark ch. 22 WENS (TV) Pittsburgh.

WBOY-TV told the FCC that a hearing on the transfer should be held to determine whether "there were willful misrepresentations" in the transfer application as to the respective ownership interests of the Telecasting Inc. stockholders. Other multiple charges of misrepresentation and withholding information were also made by WBOY against both the Weston facility and the proposed purchasers.

In a related development, Mr. Johnson's request for positive control of Telecasting Inc. was accepted for filing by the commission on March 21. Mr. Johnson acquired an additional 1,000 shares for $450 from A. Donovan Faust to raise his total holdings to 7,500 shares or approximately 60% interest in the licensee of the darkened WENS.

Trial postponed again

The second trial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, accused of conspiring to rig the grant of ch. 10 in Miami, was postponed last week for the third time. Federal District Judge Alexander Holtzoff set the new date for Oct. 4 after Mr. Whiteside's attorneys asked for a delay of at least three months. The attorney is convalescing following a gall bladder operation April 22. Their first trial last spring ended in a hung jury.

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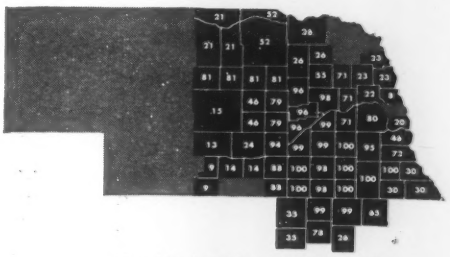

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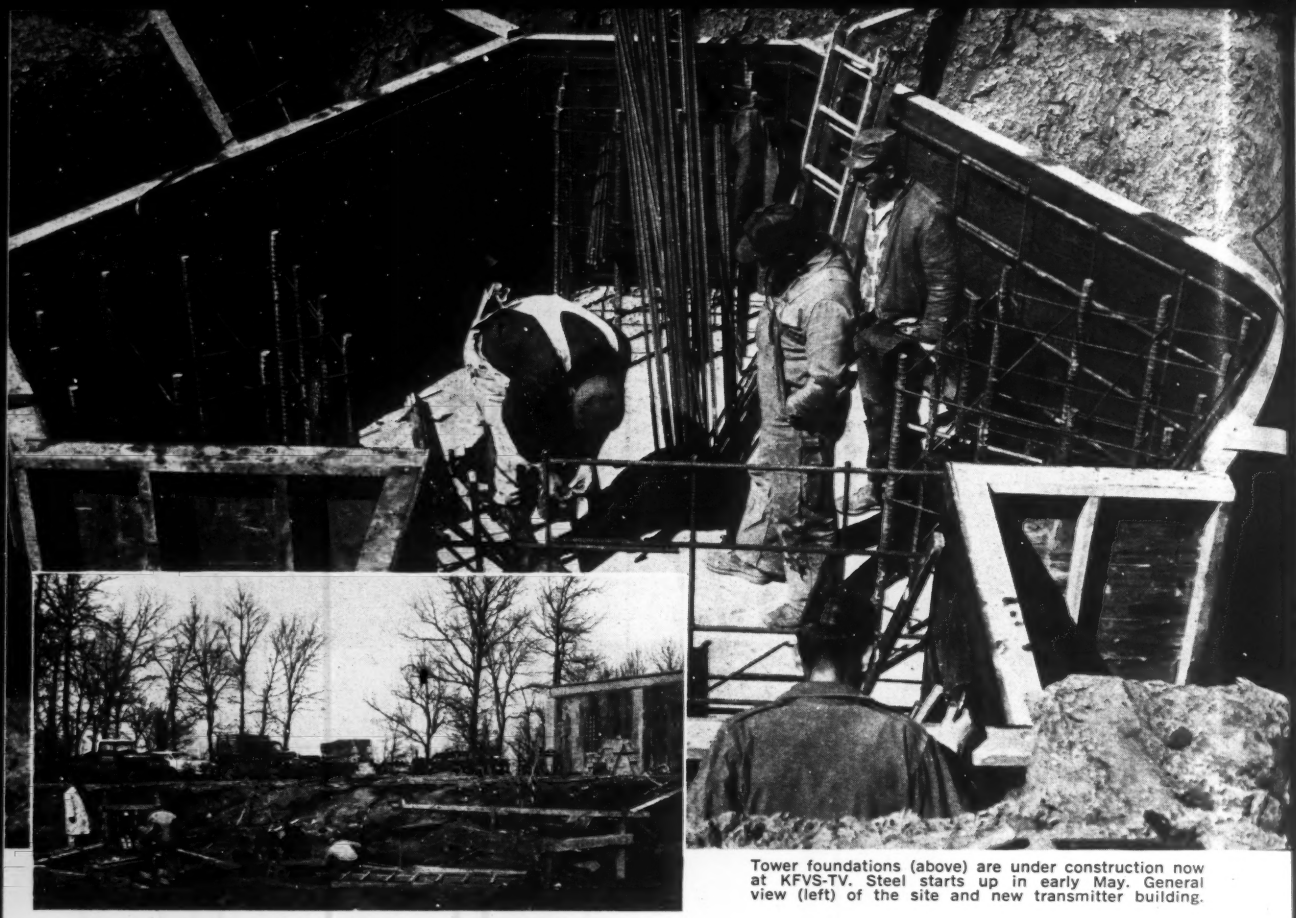
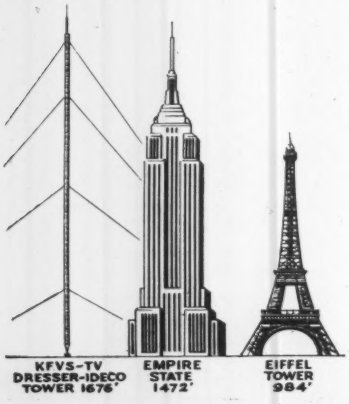


Tower foundations (above) are under construction now at KFVS-TV. Steel starts up in early May. General view (left) of the site and new transmitter building.

Construction Has Started On World's Tallest Structure . . . 1676′ Dresser-Ideco Tower at Cape Girardeau's KFVS-TV

"Dresser-Ideco is well qualified to undertake an engineering project of such magnitude," says Oscar C. Hirsch, president of KFVS-TV at Cape Girardeau, Missouri.



"We have long had a great desire to bring high quality television reception of our many excellent CBS and locally originated programs to a much larger audience in the five-state market area we serve," explains Mr. Hirsch. "This area includes 1,000,000 people in 56 counties but we wanted to *double* it . . . to bring first-class reception to many thousands of people who never enjoyed it before.

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"A tower of this height is obviously a challenge to structural engineers working in the high tower field. Efficient solution of all the engineering problems involved requires a lot of tall-tower design and construction experience. We looked over the field, and after careful investigation decided that Dresser-Ideco had the tall-tower experience needed to tackle a project of this magnitude."

The KFVS-TV story is the latest in a long series of Dresser-Ideco tall tower stories. The majority of the nation's TV antenna towers over 1000′ tall were built by Dresser-Ideco, including many previous record holders and the only two multiple antenna Candelabra® platform towers in the country. So, if you plan to increase market coverage with a taller antenna tower, you can eliminate construction worries and safety problems by relying on Dresser-Ideco. We put more actual tall-tower building experience at your command than you can buy anywhere else in the world. Call on Dresser-Ideco Company, Tower Division, 875 Michigan Avenue, Columbus 15, Ohio. (Branch: 8909 South Vermont Ave., Los Angeles 44, Calif.)

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FCC TAKEN TO TASK FOR 'FAILURES'

Lee senate confirmation hearing turned into commission roast

It was "damn the FCC" day in the Senate Commerce Committee last Wednesday (April 27) when nominees Robert E. Lee and Edward K. Mills appeared for confirmation hearings on their appointments.

Commissioner Lee, reappointed for a second seven-year term, was grilled for 90 minutes—not on his own qualifications to succeed himself but on the alleged failures of the commission to fulfill its statutory obligations. The Republican was raked over the coals—as a representative of the FCC—for just about every major problem facing the commission and many faults of the industry.

Mr. Mills, appointed to fill the remaining 14 months of former Chairman John C. Doerfer's term, disclosed that he is involved in a conflict-of-interest which might bar his confirmation to the commission. After hearing the details (see page 78), Committee Chairman Warren Magnuson (D-Wash.) said the Mills case would be referred to the Attorney General for a ruling. Mr. Mills was not questioned further by the committee.

Not Mad At Lee ■ The senators, with 11 of the 17 committee members present, made it clear that they were not criticizing Robert E. Lee. It was just as clear, however, that the Democratic committee members were somewhat put out with the FCC. The words "drift" and "indecision" were frequently used by the senators. Bearing the brunt of the attacks:

■ The agency's alleged failure to use the powers it already has to curb payola, after being put on notice two years ago, and quiz rigging. "I think the commission has been very lax in equivocating about what power it has or has not," charged Sen. Magnuson in stating that FCC action would have stopped at the budding stage the scandals uncovered by the House Legislative Oversight Subcommittee.

■ Continued postponement of a final decision authorizing vhf boosters. Commissioner Lee was pressured openly by Sens. Gale McGee (D-Wyo.) and John Pastore (D-R.I.) to change his vote on the proposed rule and break a 3-3 tie.

■ The commission's Sec. 315 decision that KWTX-TV Waco, Tex., did not have to offer equal time because its weatherman is a candidate for state legislature. "Do you think it was the intent of Congress to encourage discrimination . . .?" Sen. Ralph Yarborough (D-Tex.) asked.

■ The legality of a station limiting the amount of time it sells to any political candidate or refusing to sell any time at all.

■ FCC failure to require a certain percentage of public service programming in prime time and to define that type programming.

■ The future of uhf with the prediction by Sen. Mike Monroney (D-Okla.) that uhf probably would be the principal band for tv transmissions in the future.

Other major items discussed by the senators included educational tv (see story, page 64), the FCC's proposal for shorter license periods and injunctive

The inquisition ■ Senate Commerce Committee members didn't appear to be very concerned with FCC Commissioner Robert E. Lee's qualifications to succeed himself when he appeared before them for a confirmation hearing last week. Instead they grilled him for 90-minutes about alleged failures of the commission to do its job properly. Among 11 of 17 committee members attending the harangue were (l to r at front of semi-circular table facing Commissioner Lee in foreground) Sens. Andrew F. Schoeppel (R-Kan.), Warren G. Magnuson, the committee's chairman (D-Wash.), John O. Pastore (D-R.I.) and A.S. Mike Monroney (D-Okla.).

powers, FCC's monitoring activities, or lack of, and Defense Commissioner Lee's travel on behalf of Conelrad and civil defense.

Ample Authority ■ Commissioner Lee agreed with Sen. Yarborough that the commission has "ample authority" to act against payola. Sen. Pastore wanted to know, then, why the FCC took no action when it was sent copies of testimony of the 1958 BMI-ASCAP hearings during which the payola question was raised. "You had the whole thing two years ago, yet you did nothing," he charged in accusing the FCC of letting things "drift and drift and drift" without taking action until Congress does.

To which, Sen. Magnuson added: "I frankly don't think the commission has accepted their responsibility. . . . We have sent this stuff down to the Commission and Justice Dept. year after year. . . ."

Sen. Magnuson, also chairman of the Independent Offices Appropriations Subcommittee, pointed out that the FCC had never asked Congress for more funds to expand its activities and told Commissioner Lee to be prepared to do so when the agency appears for its 1961 appropriations. "The record is replete with questions that I have asked: Do you need more money or help for monitoring?" the chairman said. "The answer has always been no. . . . We have asked time and time again whether or not you had the authority and you have always said you had."

While, In the Northwest ■ Sen. McGee opened his questioning on one of his favorite subjects — vhf booster tv service. He charged that the commission's postponement of rulemaking five times which would authorize new vhf boosters has made "second or third or fourth class tv citizens" of people in the Northwest. He pointed out the latest delay was until June 30—the date Commissioner Lee's present term expires. "Suppose we treated your nomination with this same drift," Sen. McGee mused.

The commissioner said that he would register, not license vhf boosters now technically operating illegaly but would limit all new boosters to uhf. He said the latest FCC vote on the rulemaking was 3-3 (he was against). When Sen. McGee suggested that he could do a great service by breaking the tie, Commissioner Lee replied that he was not ready to do so.

Sen. Pastore, who held booster hearings in the Northwest last winter, wanted to know why the FCC couldn't "cut the red tape" and authorize boosters on a case-by-case basis without taking into consideration the overall picture. "Why do you have to wait to get a panoramic program?" he asked. The Rhode Islander said that if he were the senator from Wyoming (Sen. McGee) he would advise his constitutents to go ahead and build their vhf boosters without official sanction. And he said, he would tell them to "come to me" if the FCC takes any action against them.

When Sen. McGee wondered what the commission would think about this course of action, Commissioner Lee replied: "If you told me to jump, I'd ask you how high. . . . I am in a delicate spot." Earlier at the very beginning of his testimony, the nominee told the committee: "I happen to like what I am doing and I would like to continue doing it."

An Old, Old Story ■ Sen. Yarborough accused KWTX-TV of gross unfairness in continuing to expose its weatherman, who is a candidate for the state legislature. (He incorrectly stated that the station did not employ the man, Jack Woods, until after he entered public life.) He also was highly critical of the FCC's ruling, upheld in court (BROADCASTING, April 25), that the opponent was not entitled to equal time.

"I am greatly disappointed that he

Mills may have conflict of interest

FCC nominee Edward K. Mills disclosed last week that he is a lifetime tenant of a trust fund which may involve a conflict of interest blocking his eligibility to serve on the commission.

Appearing before the Senate Commerce Committee for his confirmation hearing, Mr. Mills, a New Jersey Republican, disclosed his outside interests and noted that commissioners are prohibited by Sec. 4 (b) of the Communications Act from having a financial interest in the manufacture or sale of radio apparatus.

He said the trust was set up by his father and is administered by a New Jersey bank. Trust stock in RCA (worth $50,000) and General Telephone ($25,000) was sold at his request, Mr. Mills said, but because of capital gains taxes the trustees refused to sell securities in Westinghouse Electric and General Electric. The GE stock is worth $90,000 and would be taxed at $20,000 if sold, he said. He did not give the value of the Westinghouse stock but said its disposal would cost $7,000 in taxes.

The FCC nominee, a deputy administrator of the General Service

A matter of trust

Administration from 1956 until Jan. 2, 1960, said that he had no control over the holdings of the trust, the income of which he shares with his brother. He said that several proposals are being studied for negating the conflict-in-interest problem but that no answer has been found.

Opinion Sought ■ Mr. Mills said that he had sought an opinion from the FCC general counsel, who declined to give one. The committee members agreed that such an opinion should not come from a commission staffer, who would be a subordinate of Mr. Mills if he is confirmed.

The commission candidate said that he and his wife had sold stock they owned individually in four electronics firms—Bendix, General Electric, General Dynamics and a transistor manufacturer. He did not give the value of these holdings. Mr. Mills was appointed by President Eisenhower to serve until June 30, 1961, the remainder of the term for which former Chairman John C. Doerfer was appointed.

"I want my record to be clean before this committee acts on my nomination," Mr. Mills said. Sen. Magnuson said the problem would be referred to the attorney general for an opinion. He dismissed Mr. Mills from further questioning until such opinion is forthcoming.

Mr. Mills, who heard the questioning of Commissioner Lee just before his appearance, said that he had learned a lot from the verbal barrage. "A very educational program," he stated.

CAN A MAN "OWN" A JOB HE HASN'T CREATED?

Once upon a time there were two men, Adam and Zeb.

Adam risked all his savings to set himself up as an independent neighborhood merchant.

Zeb took a factory job which required no risk from him.

Neighborhood competition finally caused Adam to go broke and give up his store. He was out of work and out of savings.

Circumstances eventually made Zeb's job unnecessary. He was out of work, but he had his savings. And his severance pay. And his unemployment compensation.

Nobody felt sorry for Adam. The neighborhood shoppers felt justified in patronizing the most efficient merchant. It was Adam's own responsibility if he couldn't keep up. Let him retrain himself and find another job.

Many people felt sorry for Zeb. They said the factory should let Zeb stand beside the new equipment and be paid even though he was not needed. By assumption, he owned the job which he had not created.

America was built by the Adams. Is it going to the Zebs?

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Republic has the largest capacity for production of these steels in the industry, and continues a broad research program into their properties and potential military and civilian applications.

[Lee] thinks that the Waco weatherman case is fair play. . . . We have got to be watchdogs over the commission, too, if this is the commission's idea of fair play," the Texan said.

Sens. Pastore, Yarborough and others said that KWTX-TV should take Mr. Woods off the air because of the exposure he received even though he is not identified by name. Mentioned several times during this discussion were (1) the special watchdog subcommittee, headed by Sen. Yarborough, of the Commerce Committee and (2) the committee's May 12 hearing on a bill which would require stations to give presidential and vice presidential candidates one hour free time weekly for eight weeks before the November election.

Several times during the hearing a question would arise with Sen. Magnuson deferring further discussion by referring it to the "watchdog" group. He said the subcommittee will request $45,000 to get its work started.

Noting that hearings begin May 12 on the free time bill and that the FCC will be called up later for an "informal discussion," the chairman gave this notice: The FCC had better be prepared for ". . . a great deal of discussion and conferences and hearings on several matters."

Legislation Coming ■ Sens. Yarborough and McGee got from Commissioner Lee the opinion—to which they violently dissented—that a station could, under the law, limit the amount of time it sells to any candidate as long as the limitation is applied equally to all. Sen. Pastore asked the commissioner to supply the committee with a brief on the FCC's authority to curtail this practice after several instances had been cited. He indicated that legislation is planned in this area.

Sen. Magnuson warned that the committee is going to keep a close watch on the allotment of time for political broadcasts during the 1960 elections. This, he said, would fall under the watchdog subcommittee. In one of the few instances in which a Republican member spoke up, Sen. Hugh Scott (Pa.) agreed with the stipulation that the shoe fits both parties. Sens. Scott and McGee also are members of Sen. Yarborough's special subcommittee.

Sen. Pastore disputed the contention that Sec. 315 prohibits the FCC from requiring stations to sell political time. He interpreted the equal time provision as applying to free time only and as having no bearing on time sold to a candidate by a station.

Agate Type ■ Sen. Monroney said the FCC has the authority to set up standards and requirements in public service programming and to enforce them. He noted public service requirements are mentioned in "agate type" in the license renewal forms and refer to a document (the Blue Book) now out of print. He said new rules, regulations and definitions should be issued and widely distributed in "10-point type." The Oklahoman said he was not referring to "types" of programming but "amounts" and time periods in which they are offered.

He was joined in this by practically all the Democratic members present. "I think you can define what is public service without getting into censorship," said Sen. Magnuson. Others said the commission has the authority to require a certain percentage of public service programming in prime time.

The Texas senator said that "it is time for the FCC to assert its regulative power for better dissemination of programs . . ." He said the FCC should require reports on public service programming "several times each year" from every station and make sure the claims are factual through monitoring and an enforcement program.

Sen. Pastore's view: "The fact is that the networks and the broadcasters have been left pretty much on their own honor as to whether or not they are equitably allocating the time with reference to public service programming." Commissioner Lee agreed that Congress should keep closer watch.

In the FCC's defense, the nominee noted that the agency is "very close" to adopting rulemaking which would result in station licenses for less than three years (BROADCASTING, Feb. 8). Sen. Magnuson asked the witness several times if this could be done without legislation and drew an affirmative reply each time. The senators liked the idea of the short authorizations. Commissioner Lee also said he thought, rather than trying to set up an "arbitrary yardstick" on public service, the FCC should require stations to tell what they do to meet the needs of the public and evaluate their service from such a narrative report.

Dope documentary ■ Robert D. Wood (r), vice president of CBS Television Stations Div., and general manager of KNXT (TV) Los Angeles, presents a copy of the documentary film *Hell Flower*, produced and presented by KNXT, to Harry J. Anslinger, U.S. Commissioner of Narcotics, in Washington, D.C. The program had been selected by the narcotics bureau as suitable for use in its training school. The station spent months preparing the hour-long program, which describes the evils of addiction.

Final No From Military ■ Long a champion of uhf, the commissioner said that if the band is going to be used for tv the FCC should start considering ways and means immediately. He said the commissioners present disposition is to get a final "no" from the government on a proposed swap for more vhf space (BROADCASTING, April 11). After this is forthcoming, the commission will probably come to grips with the problem, he said.

Sen. Monroney commended Commissioner Lee for his activities on behalf of civil defense and Conelrad but at the same time wondered if maybe the commissioner wasn't out of Washington too often. Commissioner Lee replied that his civil defense travel would decrease in the future, although he noted that he was going to Montana next week. In his defense, he said that he always tried to schedule his trips so that he would not miss the regular Wednesday meeting and that in 1959 he missed only three regular meetings and only two so far in 1960.

While pleasantries were being exchanged just before Commissioner Lee was excused from the witness stand, Sen. Pastore said to no one in particular: "Wouldn't it be a shame if he were not confirmed after all this."

Also scheduled to testify last Wednesday was FTC Chairman Earl W. Kintner, who has been reappointed for a full seven-year term. The committee, however, put off his confirmation session until next Wednesday (May 4).

New catv regulation considered by FCC

Indirect FCC regulation of about one-half of the nation's community antenna tv systems may be just around the corner. The commission reportedly is giving favorable consideration to a proposal to take microwave facilities owned by the catv interests they serve out of the common carrier classification and place them in the "private users" category.

This could be accomplished through

rulemaking, and without legislation, and would put the catv-owned microwaves under broadcast-type regulations. Then, it is expected, the FCC would prohibit such microwaves from relaying to their simultaneous duplication of the programming of a local station.

Such microwave-catv operations represent something less than one-half of the community systems in operation, an FCC source reported. And, it was stated, the commission would take necessary steps to prevent a catv operator from selling his microwave to negate the rule if it is adopted.

Ever since catv made its impact felt in sparsely-settled areas, stations affected have been fighting for federal protection. The Senate Commerce Committee has approved a bill (S2303) placing catv under FCC regulation and a new group has been formed in Washington (CLOSED CIRCUIT, April 25) to press for passage.

Government briefs

NBC 'emergency' plan ■ NBC last week asked the FCC to allow it to demonstrate the transmission of sound within the video information thereby providing an emergency source of sound in the event of failure of the regular sound circuit. The network asked permission to insert the interleaved sound in NBC-TV network programs as they originate or pass through New York studios. WRC-TV Washington will also contain interleaved sound and would be available to FCC personnel for study.

More time ■ Clear Channel Broadcasting Service and KSL Salt Lake City, Utah, were granted more time (May 2 to June 1) for filing reply comments in the FCC's proposed clear channel rulemaking. Earlier deadline for comments (April 1) brought deluge of replies (BROADCASTING, April 4). Proceeding is concerned with addition of class II unlimited channels on 23 class I-A clear channels and increase of maximum authorized power for clear channel stations above the present 50 kw.

Uhf changes ■ The FCC finalized rulemaking last week to shift the educational tv reservation in Kalamazoo, Mich. from ch. 74 to ch. 46, now commercial. Ch. 74 will revert to commercial use effective June 6. Western Michigan U. petitioned for the change.

Move to L.A. ■ KHJ-AM-FM Hollywood will make the move to Los Angeles. The FCC last week granted the RKO General stations modification of licenses to change their studio location from Hollywood while renewing their licenses.

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CBS' CONVENTION BLUEPRINT

RTES hears plans for convention coverage

The wide open topic of "How to Report a Political Convention" was answered with some staggering statistics Wednesday (April 27). Paul Levitan, director of special events, CBS News and executive producer for coverage of the 1960 conventions on CBS Television and Radio, and J. Gilbert Baird, sales promotion manager, Major Appliances Div., Westinghouse Electric Corp., took the wraps off their respective convention plans at this season's last round table luncheon of the Radio & Television Executives Society, New York.

CBS News, Mr. Levitan said, began entering details in its convention plan book nearly two years ago. The document, resembling "a military invasion blueprint," contains more than 300 pages in its final form. Item: housing in both Los Angeles and Chicago for a staff of 278.

Westinghouse, with 5,000 major appliance and television dealers and more than 100,000 dealers who handle its portable appliances, has been getting ready to provide radio-tv commercials, most of them live, for no less than 50 hours on the air between July 11 and Nov. 8, according to Mr. Baird. Betty Furness, commercial spokeswoman for Westinghouse, and Walter Cronkite, CBS News' anchor man at the conventions, also were RTES luncheon guests.

Sure of Audiences ■ What about audiences for this year's major political events? Mr. Baird dispelled doubts on that score, despite the current lack of excitement about the Republican convention. "We are not worried about audiences," he asserted, "because 1956 proved that people are interested. At that time both conventions were pretty well cut-and-dried. And what happened? Both conventions got the same big audiences—both got a big 88.3% of all tv homes, on the combined networks.

"The average time per person watching the Democrats was 9 hours 39 minutes. The average watching Republicans was less—7 hours 22 minutes—but the Republican convention was 11 hours shorter," the Westinghouse executive stated.

A sidelight on the extent of viewing in 1952 and 1956: "Betty Furness was seen so often . . . she got a lot of write-in votes in November," Mr. Baird recalled.

Westinghouse has set up rules for its radio-tv messages. Tv commercials will all be 90 seconds long; radio commercials will all be one minute. Wherever possible, Mr. Baird said, the commercials must be live. Frequent ad libs based on the excitement of the convention will be used in order to "make Westinghouse an intimate part of a viewer's convention experience." Complete tape facilities will be available for occasional use where there might be a tricky problem, he explained, and some product stories, like total electric homes, submarines etc., will have to be on film.

That Live Feeling ■ There will be a complete set of recorded commercials for radio, but "We are going to introduce as much live into radio as we can, to give it the live feeling we are reaching for in television." Mr. Baird also pointed out that while a sponsor is entitled to seven minutes of commercial time per daylight hour, and six minutes per nighttime hour, during the 1956 conventions Westinghouse averaged 3 minutes 20 seconds an hour. "There were many times when we went well over an hour between commercials," he added.

Other guests at the RTES meeting included representatives of the three advertising agencies handling Westinghouse commercials: Lansing B. Lindquist, vice president and director of tv and media, Ketchum, MacLeod & Grove; Tom Losee, executive vice-president, M-E Productions Inc., and Hal Davis, vice-president, radio-tv, Grey Adv.

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NEW WAGE OFFER

Writers mull offer of tv film producers

The tv-radio branch of the Writers Guild of America, West, meeting Thursday evening (April 28) was expected to approve terms of an offer made by a group of tv film producers headed by Four Star and to turn down the offer of the tv networks for their filmed program production. At least such action was recommended by the executive board of the Guild's broadcast branch as well as by the WGAW council.

Never in WGAW history has the membership overidden the action of these governing bodies.

In essence the Four Star offer is to raise minimum scale 10% for the first two years of a four-year contract with a second raise of 5% compounded for the final two years. The network proposal was for 10% plus 1%. Both offers contain a 5% pension plan, but the networks want it based on minimum scale while the Four Star plan would base the percentage on agreed salary up to a maximum of double minimum scale.

Both offers include recognition of the right of writers to participate in proceeds from the broadcasting of tv films in foreign markets. The networks' offer is to consider foreign broadcasts on the same basis as domestic reruns. The other plan calls for no payment now but appointment of a fact-finding committee to study the matter which will become a topic for inclusion in the negotiations for the next contract. In either case the new pact is to be retroactive to Feb. 1, 1960 and extend to Jan. 31, 1964.

Could End Strike ■ Acceptance of the Four Star plan would end the writers strike against Four Star Television, Brennan Westgate Productions, Marterto Enterprises, Wyatt Enterprises (all members of the Alliance of Television Film Producers) plus Mayberry Enterprises, Louis F. Edelman Tv Productions and Northgate Productions. Other members of ATFP would still be struck, however, as would the Assn. of Motion Picture Producers for both theatrical movies and tv films. The WGA strike against ATFP and AMPP began Jan. 16. In March the writers also

struck the tv film activities of the networks but an agreement was reached which prevented a strike against live network programs in radio as well as tv.

Negotiations between ATFP and WGAW continued through Thursday after aroused hope that by the time of the union's evening meeting the Four Star plan would have become an ATFP plan. No such hope, however, existed for any agreement between the writers and the major movie studios. On Wednesday, AMPP reported that the union had rejected its offer which was, in essence, the same formula which AMPP and the Screen Actors Guild worked out to end the actors' strike against the motion picture studios.

The SAG contract with the tv film producers runs through May 31 and negotiations for a new pact have not yet begun. Negotiating sessions with the Screen Directors Guild, whose joint contract expired April 30, were to have been held last week but were postponed to permit the film producers to concentrate on their dealings with WGAW.

Radio-tv business grows for news wires

The growing importance of broadcast operations in the activities of United Press International and Associated Press was stressed in the groups' annual reports released last week during the convention of the American Newspaper Publishers Assn. in New York (see separate story, page 48).

UPI's report, embodying contributions by various company executives, stressed the growth in membership and expansion of services during the past year. Radio station membership in the U.S. was placed at 2,002, up from approximately 1,900 in the previous year. A total of 419 tv stations receive some form of UPI service, consisting of the newswire, newsfilm or facsimile. It was pointed out that if UPI included its overseas activities, the figures would be "considerably higher."

William R. Higginbotham, manager of United Press Movietone, reported that during 1959, the unit moved, for the first time, in the area of delivering newsfilm by video tape cable circuits. The system was put into operation in the U.S. and Canada for the Khrushchev visit to this country, and in Europe during President Eisenhower's tour of the Middle East. Mr. Higginbotham said that similar ventures will be undertaken by UPMT during 1960 on "big news" events.

Dean C. Miller, national radio manager, described steps taken in the past year to improve coverage to stations. Cited by Mr. Miller were: expansion of weather and sports coverage; increased emphasis on "in depth" spot coverage and activation of the high-speed, coast-to-coast double trunk wire, "pumping" more news more rapidly into UPI's broadcast news headquarters in Chicago.

AP Praises Stations ■ The report issued by the AP board of directors, supplementing an earlier one issued by the association's general manager (BROADCASTING, April 18), praised radio-tv stations for their cooperation in helping to provide news coverage. The report noted there has been "a notable increase in the exchange of news among fellow members; as of today there are member stations in 692 communities in which there are no member papers, and two-thirds of the stations also are protecting the association regularly on the news of their areas."

The report pointed out that this is the 20th anniversary of the AP membership's final approval of the board's program for serving commercial broadcasters. Broadcast membership has grown over the years, according to the report, and now numbers 2,042 radio-tv stations, as compared with 1,878 at the end of 1958.

Benjamin M. McKelway of the *Washington Star* (WMAL-AM-FM-TV Washington) was re-elected president of AP. Others elected were: Richard W. Clarke, *New York Daily News* (WPIX [TV] New York), 1st vice president; Raymond L. Spangler, *Redwood City* (Calif.) *Tribune*, 2nd vice president, Lloyd Stratton and Robert Booth, both of AP, were re-elected secretary and treasurer respectively. Frank Starzel continues as AP general manager.

Look ma, no actors

Television drama is catching up with those *avant-garde* commercials that use no dialog. The first play of a double bill on the *CBS Television Workshop* yesterday (May 1, noon-12:55 p.m. EDT) used neither actors nor words. "After-thought," by Guy Parent, tells a story of love and crime by such audio-visual devices as a florist's bill, a rejected engagement ring, a telephone click, concert tickets, flowers, soft music, the thud of a weapon and the thump of a dead body. The author of the half-hour experimental script is a cameraman-writer with Canadian Broadcasting Corp., Montreal. *CBS-TV Workshop* signed off for the season yesterday to return Sunday, Oct. 2.

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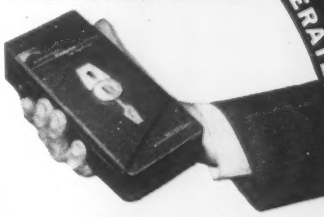

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HOW TV RESHAPES EDUCATION

Study sees major changes in school design

The impact of teaching by tv will bring about substantial changes in the design of the nation's schools, according to a study by Educational Facilities Labs, an independent New York group set up by the Ford Foundation.

EFL conducted a 10-month research and development program in a move to aid American colleges and other schools with physical problems involving space, layout and design. Collaborating was Dave Chapman Inc., industrial design firm, headquartering in Chicago.

Among its findings:

- Television means teaching both larger and smaller groups than has been conventional.
- Teachers can use tv, audio tapes, records and other communication modes more easily if integrated audio-visual systems are installed in all rooms.
- Video tape recorders will be available "within a few years," enabling schools to use programs to their best advantage "just as commercial tv stations can now."
- Television does not pose any special problems with respect to lighting, ventilation and acoustics for instruction purposes.
- A variety of tv equipment is available to schools today within a broad range of prices.

The board of EFL, established by the Ford Foundation in 1958, includes Frank Stanton, president of CBS Inc.; Milton C. Mumford (chairman); president of Lever Bros.; Alvin C. Eurich (vice chairman), director of Fund for Advancement of Education, and Clay P. Bedford, president of Kaiser Aircraft & Electronics Corp.

Educational Facilities Labs said it initiated the survey in response to many inquiries on the implication of television for school design. And, it adds pointedly: "Today, with over a half-million students receiving some of their instruction by television, teaching by tv is no longer an experiment."

Another 'Race'

David L. Wolper Productions, whose *Race For Space* documentary was broadcast last week on a "fourth network" of 104 stations which individually broadcast the hour-long filmed program, will produce six more such programs, starting with "The American Woman in the 20th Century." David Wolper, head of the company, announced that Malvin Wald has been signed to write the script and Jack Heley Jr. to produce this program. The others will all be in production by summer, Mr. Wolper said. They will be released either by the tv networks or independently as *Race For Space* was.

Ambitious debate plan hits some snags

The ambitious plans of a three-network coverage of the Humphrey-Kennedy debate during the West Virginia primary campaign all but fell apart last week. As of Thursday (April 28), only NBC-TV still had hopes of telecasting both candidates for the Democratic presidential nomination (BROADCASTING, April 25).

CBS-TV turned down the April 22 offer of the *Charleston Gazette* to pick up its sponsored one-hour tv debate, which will originate at WCHS-TV Charleston, an ABC affiliate, and will be carried by stations in Wheeling, Clarksburg, Parkersburg and Bluefield. CBS-TV wired the newspaper Thursday, that "because of problems arising out of Sec. 315 of the Communications Act, it is impractical for us to accept your offer."

ABC-TV, meanwhile, had not expressed further interest in carrying the debate. NBC-TV still was negotiating with the senators over an undisclosed time period, and apparently, a way to avoid conflict with Sec. 315.

■ Film sales

American Civil War (Produced for Westinghouse Broadcasting; distributed by Trans-Lux Television Corp.)

Sold to WAGA-TV Atlanta; WMAL-TV Washington, D.C.; WKRC-TV Cincinnati; WBRC-TV Birmingham; KLZ-TV Denver; WPRO-TV Providence; WAST (TV) Albany, N.Y., and KOLO-TV Reno, Nev.

Now in **30** markets.

Home Run Derby (ZIV-United Artists TV)

Sold to Hardaway Motors Co. and Midas Mufflers for WTVM (TV) Columbus, Ga.; Super Tire Market for KSL-TV Salt Lake City; Don Allen Chevrolet for WSOC-TV Charlotte, N.C., and John Barry Motors (Volkswagen) on KODE-TV Joplin, Mo.

Now in **125** markets.

Felix The Cat (Trans-Lux)

All cartoon segments currently being dubbed into Spanish for distribution through Freemantle International Inc. to Spanish speaking countries in the Western Hemisphere.

Now in **65** U.S. markets.

Adventures of Jim Bowie (ABC Films)

Sold to KTVI (TV) St. Louis; WGAL-TV Lancaster, Pa.; WSUN-TV St. Petersburg, Fla.; KOSA-TV Odessa-Midland, Tex.; KMMT (TV) Austin, Minn.; XETV (TV) Tijuana-San Diego; WTOC-TV Savannah, Ga.; KELP-TV El Paso, Tex., and WWLP (TV) Springfield, Mass.

Meet McGraw (ABC Films)

Sold to WHBQ-TV Memphis, Tenn.; KVKM-TV Monahans, Tex.; WCYB-TV Bristol, Va.; WITN-TV Washington, N.C.; KFDX-TV Wichita Falls, Tex.; WALB-TV Albany, Ga.; WTHI-TV Terre Haute, Ind., and KDAL-TV Duluth, Minn.

CBS-TV units win Lasker medical awards

KMOX-TV St. Louis and *CBS Reports* were among the winners of the 1959 Albert Lasker Medical Journalism Awards announced Thursday (April 28) by the Albert and Mary Lasker Foundation, New York.

KMOX-TV, a CBS-owned station, won the 11th annual broadcast media award for *The Changing Mind*, a series of 13 programs on community progress in the treatment of the mentally ill, and a program depicting corneal transplant surgery. *CBS Reports*' presentation of "The Population Explosion" received the broadcasting division's special award for its examination of the world's population growth. Fred Friendly, Av Westin and Howard K. Smith produced the network program, which was sponsored by Bell & Howell and B.F. Goodrich.

■ Program notes

Silent comedies ■ Comedy classics of the silent screen era comprise a new film package to be put in syndication by National Telepix Inc., N.Y. The company acquired distribution rights to 400 Hal Roach comedies, which will be prepared for national syndication with original music composed and conducted by Jack Saunders. Each unit is to run 13½ minutes, it's reported. The films feature such early-day film stars as Laurel and Hardy, Will Rogers, Jackie Cooper, Mabel Norman and the Keystone Cops.

Reports on UA ■ United Artists Corp., which had estimated total revenues of approximately $95 million for the year ended Jan. 2, could boost its 1960 revenues to $125 million, according to a

ORAN

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 2-6,9-11 (6:30-7 a.m.) **Continental Classroom.**
May 2-6,9-11 (11-11:30 a.m.) **Price Is Right,** participating sponsors.
May 2-6,9-11 (12:30-1 p.m.) **It Could Be You,** participating sponsors.
May 2 (9:30-11 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.
May 3,10 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.
May 3,10 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.
May 4,11 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.
May 4,11 (9-10 p.m.) **The Perry Como Kraft Music Hall,** Kraft through J. Walter Thompson.
May 5,12 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.
May 6 (8:30-9:30 p.m.) **The Art Carney Show,** AC Spark Plugs through D.P. Brother and United Motor Service through Campbell-Ewald.
May 6,13 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.
May 7 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.
May 7 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.
May 7 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.
May 8 (8-9 p.m.) **Music On Ice,** sustaining.
May 8 (9-10 p.m.) **The Dinah Shore Chevy Show,** Chevrolet through J. Walter Thompson.
May 9 (10-11 p.m.) **Another Evening With Fred Astaire,** Chrysler through Leo Burnett.

research report on the company issued recently by Francis I. du Pont & Co., N.Y. In March of this year UA acquired Ziv Television Programs, which is seen as the major source of increased revenues. Ziv's 1959 revenues were estimated at $25 million and operating income at $4 million. The report also notes that with the increase in UA's tv filming, the company "is looking to the acquisition of tv stations, which would be a logical outlet for its feature films."

Mounties coming ■ California National Productions Inc., New York, has acquired U.S. distribution rights to *R.C.M.P.*, a tv film drama series based on exploits of the Royal Canadian Mounted Police. Currently shown on the CBC network, the series was produced by Crawley Films Ltd., under contract with the CBC, the BBC and Crawley, McConnell Ltd. Foreign distribution rights were assigned to Fremantle International Inc. Gilles Pelletier stars as Corporal Gagnier in the 39 half-hour episodes.

Prize winner ■ WPON Pontiac, Mich., was among the winners of awards for outstanding educational and cultural programs given by the Detroit Advisory Council on Educational Television and Radio. *Youth Forum*, broadcast each Sunday 1-1:30 p.m., was the winning program. It features a panel of teenagers discussing various topics of importance.

'Danny' re-runs ■ NBC-TV has acquired exclusive rebroadcast rights to all episodes of *The Danny Thomas Show* now carried on CBS-TV, and will schedule the repeat telecasts as Monday-through-Friday daytime programming, starting on a date to be announced. NBC-TV has re-run rights to 218 episodes produced to date and others that may be produced later. The transaction was negotiated with Marterto Enterprises Inc., of which Danny Thomas is a principal.

Musicians, Telemeter sign for pay-tv work

As an example of things-to-come in the pay tv field, the American Federation of Musicians announced last Thursday (April 28) that it has signed an agreement with Paramount Pictures' International Telemeter Division for the employment of musicians in a taped production of "The Consul" for showing over the Toronto pay tv system.

The two-hour production of Gian Carlo Menotti's opera, is being taped in New York, using 28 musicians. Herman D. Kenin, AFM president, said the pioneer contract establishes a "new high in wages" for recording musicians and specifies "precedent making guarantees for the exclusive use of live music." Mr. Kenin reported that each musician will be paid not less than $60 per session (three hours of recording), plus a five percent pension-welfare contribution.

Under the terms of the contract for the pilot opera, AFM said, Telemeter agrees to negotiate a two-year collective bargaining agreement covering the employment of musicians in all its productions. The union added that the company has agreed to utilize only live music in all of its pay-as-you-see tv productions.

A spokesman for Telemeter later confirmed the details of the initial agreement and indicated that contracts with other unions will be signed "as the need comes up." He noted that Telemeter plans to produce dramatic plays, musicals, ballet and other entertainment forms but could not provide additional details at this time. The Toronto system has been presenting feature films almost exclusively, except for the feeding of some hockey games and amateur boxing bouts from Madison Square Garden in New York. No date has been set for showing "The Consul."

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SR BOUQUETS
Magazine awards given to 16 shows

Sixteen shows (one of them radio, the rest tv) and a congressional committee share bouquets with magazine advertisers in this year's *Saturday Review* Advertising Awards.

A special citation, only the third to be made in eight years of the awards, went to the House Special Subcommittee on Legislative Oversight "for finally exposing the specious programming and advertising practices of television and radio, from the fixed-quiz scandals and payola to sponsor misrepresentations, which were undermining the integrity of these great communications media and endangering their ultimate ability and that of the advertisers to serve the American public; for setting in much overdue motion governmental policies and industry measures to remedy a sorry situation that had ill served the public interest; for reaffirming the unique power of congressional investigation to safeguard the general welfare, a power too vital to be curtailed despite recurrent abuses of it by Congress."

On the Air ■ The judges, representing agencies, advertisers, educators and other professionals, singled out these sponsors and programs for public-interest citations in the *SR* April 23 issue:

Ford Motor Co., *Leonard Bernstein & the New York Philharmonic*, CBS-TV, "for a masterful display in a mass medium of the art of teaching understanding and appreciation of great music. . . ."

The Khrushchev Visit, ABC-TV, "for distinguished coverage . . . scooping the other networks . . . by providing the network's own interpreter whose unedited translations . . . often providing an illuminating contrast with the smooth, diplomatic versions of [Khrushchev's] official interpreter."

NBC News, NBC-TV, "for independence of editorial opinion and willingness to comment sharply, often courageously, on news of the day. The team of Chet Huntley and David Brinkley have continued to perform responsibly at a general level much above what passes for news coverage elsewhere. . . ."

Olin Mathieson Chemical Corp., *Small World*, CBS-TV, "for a forthright, intelligent, probing exploration of a provocative, controversial subject matter. . . ."

Bell & Howell Co. and B. F. Goodrich Co., "The Population Explosion," CBS-TV, ". . . for an outstanding achievement in television documentary from the able *CBS Reports* series that used prime evening time for a serious dramatic discussion of a serious problem. . . ."

CBS, *Young People's Concerts With Leonard Bernstein*, CBS-TV, "for making classical music meaningful and enchanting to children. . . ."

The Texas Co., *The Metropolitan Opera*, CBS Radio, "for faithful devotion year after year to the music-loving public of the United States. . . ."

Prudential Insurance Co. of America, *The 20th Century*, CBS-TV, "for adult, responsible reporting of the history of our times. . . ."

NBC, *NBC Opera*, NBC-TV, "for original and tasteful presentation of opera to a mass audience. . . ."

National Telefilm Assoc., *The Play of the Week*, WNTA-TV, "for creating a new television format, breaking through the old programming stereotype of the single slot, thus making available to a discriminating audience, seven days a week, a distinguished example of serious drama. . . ."

Just Missed ■ These six were runners-up in a "close" vote:

Bell Telephone System, *Bell Telephone Hour*, NBC-TV; American Gas Assn., Allstate Insurance Co. and R.J. Reynolds Tobacco Co., *Playhouse 90*, CBS-TV; Monsanto Chemical Co., *Conquest*, CBS-TV; Equitable Life Assurance Society of the U.S., *Our American Heritage;* E.I. duPont de Nemours Co., *duPont Show of the Month*, CBS-TV, and Revlon Inc., *Tonight With Belafonte*, CBS-TV.

'A rose by any other name . . . '

The 20 Mule Team Products Div. of U.S. Borax & Chemical Co. is putting 52 of its *Death Valley Days* programs into rerun syndication through Crosby/Brown Productions. The Borax Co. has completely revamped the shows to remove all identification with itself, even to eliminating the familiar bugle call opening. The rerun series has been retitled *The Pioneers*.

Any station acquiring the right to show *The Pioneers* may do so at whatever time of day it sees fit. There are no restrictions to the number of commercials that may insert into each half-hour episode, although they are tailored for three commercial breaks. Nor is there any restriction as to the nature of the program's sponsorship; even competitive products are permitted. The station is asked not to schedule *The Pioneers* opposite *Death Valley Days*, but that is all.

Well, nearly all. U.S. Borax is not selling the tv series outright, either to the stations nor to Crosby/Brown. Instead, they are being made available on an exchange basis, giving the programs to the stations in exchange for commercial time to be used to advertise the company's soaps and powders. Barter is the usual word for the process. But U.S. Borax prefers to call it exchange.

The company has limited distribution of *The Pioneers* to the 75 markets in which it wishes to increase its own tv advertising to housewives. The list closely matches the top 75 markets in the nation. While the stations may broadcast the programs whenever they wish, the Borax commercials are to be put on during the daytime hours when the women of the house make up the tv audience.

The deal is non-commissionable. That is, the station gets the program and gives the spots on a straight trade basis with no payment to the U.S. Borax agency (McCann-Erickson), which, like Crosby/Brown, is paid a fee for its services. Whether there is any commission to the station representative depends on the station's contract with its rep.

Crosby/Brown was instructed to place the series in the 75 markets chosen by U.S. Borax and was given four months to complete the assignment, with the requirement that the program must be placed in 60% of the markets if C/B is to retain distribution rights to the series. Last week, with the time half gone, the program was set in 36 markets, 47% of the total, and tentative arrangements made by C/B in 25 others were awaiting approval of the company and its agency. The series has already started on more than 30 stations.

Hillman awards given

ABC Radio news commentator Edward P. Morgan received the Sidney Hillman award for radio news at the 10th annual awards luncheon given in New York last Tuesday (April 26) by the Hillman Foundation and its parent organization, Amalgamated Clothing Workers of America. Singled out for a special award was National Telefilm Assoc.'s tv drama series, *The Play of the Week*. Ely Landau, NTA board chairman, accepted the award. Mr. Morgan was honored for his program *Edward P. Morgan and the News* (Mon.-Fri. 7-7:15 p.m. EDT), which is sponsored by the AFL-CIO. The awards carry a scroll and a $500 cash prize.

'On parle francais' on new Manitoba tv

CBWFT (TV) St. Boniface, Man., ch. 6, began telecasting on April 24 as the first French-language tv station in western Canada. Station will use videotape and film programs from the Canadian Broadcasting Corp. French-language network in Quebec province. CBWFT uses same tower and antenna as CBWT (TV) Winnipeg, Man., which formerly telecast French-language programs on Saturdays and Sundays. St. Boniface is across Red River from Winnipeg.

CFCF-TV Montreal, Que., has now officially been granted its license by the Canadian Dept. of Transport for an English-language station on ch. 12. At the same time Paul L'Anglais and associates has been granted a ch. 10 tv station license for French-language programs at Montreal. Both were recommended for licenses by the Board of Broadcast Governors (BROADCASTING March 28).

Channel Islands' tv contract offered

Great Britain's Independent Television Authority has announced that if the Tv Act is extended to the Channel Islands it will offer the program contract to Channel Islands Communications (Television) Ltd. This group, under the chairmanship of Sen. George Troy of Jersey, includes Arthur Harrison, managing editor of the *Jersey Evening Post*, and Gervaise Peek, managing director of the *Guernsey Star*. Reliable sources report that the act is likely to be extended to cover the islands and that construction will probably begin in late 1961 or early 1962, subject to certain technical difficulties that the ITA hopes to overcome. This station is expected to have a coverage area of 100,000 people and should give service to all the islands with the possible exception of Alderney.

Southam to divest

Southam Co. Ltd., Toronto, Ont., Canadian newspaper chain with interest in radio and television stations, plans to divest its control of radio stations in cities where it also has newspapers. It will expand its interest in radio and television stations throughout Canada through purchase of minority holdings.

Southam Co. was unsuccessful in bids for tv station licenses recently at Toronto and Vancouver.

The plan calls for reduction of ownership of CJCA Edmonton, Alta., and CFAC Calgary, Alta., to less than 50 percent. Southam has minority interests in CFPL-AM-FM-TV London, Ont. CHCH-TV Hamilton, Ont.; and CKOY Ottawa, Ont.

■ Abroad in brief

Uhf in Germany ■ It is expected that a second tv network operating on uhf will go into operation in West Germany in early 1961. The Bonn Government, the broadcasting organization of the federal states and several private organizations are among the applicants. The West German set manufacturing industry has predicted that there will be 1,600,000 uhf sets in operation there by that time.

Sales off ■ Television and radio set sales in Canada dropped in the first two months of this year as compared with the same period last year, according to a report of the Electronics Industries Assn. of Canada. Television set sales in the first two months of 1960 totaled 53,381 units compared with 63,442 in the same period last year. Radio set sales totaled 70,601 sets in the first two months of 1960 compared with 79,213 sets in the same 1959 period. Ontario accounted for almost half the radio set sales and just over a third of the tv set sales in the period.

Another satellite ■ CHBC-TV Kelowna, B.C., has inaugurated its fourth satellite transmitter in the mountainous Okanagan Valley of British Columbia. CHBC-TV-4 is on ch. 8 at Oliver, B.C., with 220 w video and 110 w audio. CHBC-TV-1 is on ch. 13 at Penticton, B.C., CHBC-TV-2 on ch. 7 at Vernon, B.C., and CHBC-TV-3 on ch. 70 at Princetown, B.C.

Syndication service ■ CKGM Montreal has established a subsidiary called WES Radio & Television Consultants and Management Co. for the syndication of Canadian radio programs to be produced by CKGM for distribution across the country. The first feature offered is 25 weekly "minutorials" by Don Jamieson. Several stations have already been signed, according to CKGM.

New tv station ■ CJAY-TV are call letters of new ch. 7 television station at Winnipeg, Man., which plans to open this fall. Equipment has been ordered from RCA-Victor Co. Ltd., Montreal, Que. Construction has started on a three-story building at Polo Park in the south Winnipeg area. A. G. Cobb, director of engineering of CKWS-AM-TV Kingston, Ont., named technical director of CJAY-TV.

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Broadcast Advertising

MR. WHITING

Ralph Whiting, formerly vp, account supervisor and chairman of executive committee of Earle Ludgin & Co., Chicago, to Young & Rubicam, that city, as vp and account supervisor. Previously, he was advertising director of Armour & Co. (fresh and canned meat products).

Samuel Novenstern, formerly sales development representative at NBC-TV, appointed media director at North Adv. Inc., N.Y.

Donald W. Young, formerly advertising, sales promotion manager, CBS Chicago, joins Milburn McCarty Assoc. Inc., as manager of new Chicago office.

Charles A. Eaton Jr., appointed associate media director at C. J. LaRoche & Co., N.Y.

Remus A. Harris, appointed marketing counsel for Dunay, Hirsch & Lewis, N.Y.

Richard G. Rothlin, formerly with Needham, Louis & Brorby, Chicago, to Wade Adv., that city, as brand supervisor on Alberto VO5 products. **Richard M. Dunn,** formerly with Compton Adv., N.Y., joins Wade as director of broadcasting.

Bud Doble, formerly vp, Lennen & Newell, N.Y., joins Ted Bates & Co., that city, as account executive on Brown & Williamson Tobacco Corp.

W. Marshall May, merchandising and sales promotion consultant, joins marketing department of BBDO, N.Y., on appliance sales. **Charles R. Gravina,** formerly sales promotion director, Amos Parrish & Co., N.Y., joins BBDO as account executive on textile fibers women's wear group for E. I. du Pont De Nemours Co.

Robert W. Teichmann, formerly account executive at Wentzel & Fluge, Chicago, to Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity. He will work on agency's Gale Products Co. (outboard motors) account, division of Outboard Marine Corp.

A. Joseph Obrant, art director at BBDO, joins Wunderman, Ricotta & Kline, N.Y., in similar capacity. **Andrew Torre,** formerly with copy department of Mack Leblang Co., there, becomes copywriter at WR&K.

MR. COBLENS

MR. NEELY

Richard C. Coblens and **Richard Neely,** elected vps of BBDO. Mr. Coblens is account group head in New York for California Oil Co., Mr. Neely is group supervisor for Standard Oil, Calif., in BBDO's San Francisco office.

George Dewey Roberts Jr. and **Gilbert J. Headley,** formerly of merchandising department, Young & Rubicam, N.Y., elected vps.

R. Harvey Whidden, appointed executive vp for marketing for Bulova Watch Co.

Donald R. Strimble, promoted from assistant advertising manager of cereals to advertising manager of ready-to-eat cereals at Quaker Oats Co., Chicago.

George P. MacNichol Jr., elected chief executive officer of Libbey-Owens-Ford glass, succeeding **John D. Biggers** who recently retired.

Maitland Jones, formerly senior vp and creative director of Fletcher Richards, Calkins & Holden, N.Y., to Kastor Hilton Chesley Clifford & Atherton, there, as vp and creative director.

MR. JONES

Bill B. Thomas appointed to art staff of Tracy-Locke Co., Dallas.

Gregor Macafee, planning analyst, joins sales staff at Grant Webb Co., San Francisco.

William F. O'Dell becomes president of American Marketing Assn., effective July 1. **John F. Maloney,** president of New York chapter, elected director, national association of AMA.

Walt Kraemer, formerly announcer-publicity director of WDON Wheaton, Md., and WASH-FM Washington, to Doug Bailey Adv., Rockville, Md.

The Media

Glenn C. Jackson, general manager of WTTM Trenton, N.J., elected resident vp of Peoples Broadcasting Corp., which owns station.

Robert C. Burris, vp and sales manager of KEYT (TV) Santa Barbara, Calif., assumes duties of station manager.

Keith S. Field, station manager of WARA Attleboro, Mass., elected vp of Attleboro Radio Assn. Inc., which owns WARA.

Ralph F. Glazer, formerly manager of San Francisco office, CBS Radio Spot Sales, becomes eastern sales manager, for spot sales. Mr. Glazer joined CBS in 1951 as manager of sales service with KNX Los Angeles. Subsequently, he shifted to KNX-CBS Radio Pacific Network sales department, later becoming eastern sales manager for CRPN and spot sales account executive.

MR. GLAZER

Lee Ellis, sales manager, KFMU (FM) Los Angeles, appointed general manager of Imperial Broadcasting System (KPRO Riverside, KROP Brawley, KREO Indio, KYOR Blythe, all Calif.). He succeeds **Frank Crane,** now vp of Torbet, Allen & Crane, rep firm.

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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies and equipment.

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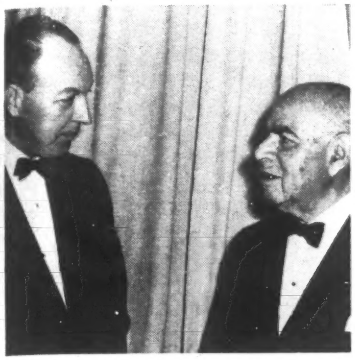


AJC awards ■ The American Jewish Committee, New York, presented its Institute of Human Relations Award to NBC "in recognition of outstanding leadership in promoting man's understanding of his fellowman through television," and for the production of "Destiny's Tot," telecast Jan. 24 as a tribute to AJC's new Institute of Human Relations. A special plaque went to Robert W. Sarnoff, (L.) NBC board chairman, who discusses the award with former U.S. Sen. Herbert L. Lehman (D-N.Y.), honorary vp of AJC.

H. D. (Bud) Neuwirth named director of sales for WIP Philadelphia. He had been assistant to John Kluege, president and board chairman of Metropolitan Broadcasting Corp., which owns WIP. **William Dalton** appointed business manager of WIP. He formerly held similar position with WHK Cleveland.

William T. Dean, account executive at KMOX St. Louis, appointed sales manager.

Bob King, formerly general manager of KSWO-TV Lawton, Okla., to WTVP (TV) Decatur, Ill., in similar capacity, succeeding **Ben K. West** who becomes general manager of KOCO-TV Oklahoma City.

MR. KNIPPENBERG

Arnold K. Knippenberg, formerly salesman with KTVI (TV) St. Louis, joins Peters, Griffin, Woodward, Inc., as head of new St. Louis office for tv. **Thomas A. Taylor** named radio representative.

James Hesen, Robert Hennessy and **Robert M. Hammer** appointed to new positions in operations department of CBS-TV, New York. Mr. Hesen, formerly director, west coast live operations, named assistant director of live operations. Mr. Hennessy, formerly director, financial services, named director of studio operations. Mr. Hammer, formerly technical manager, becomes manager of technical planning.

Robert K. Richards, representing The National Association of Broadcasters, re-elected vp of American Council of Education for Journalism. **Robert T. Mason** of WMRN Marion, Ohio, re-elected to accrediting committee.

Eddie Clarke, formerly with WHB Kansas City, to KBKC Mission, Kan., as station manager-program director.

Dr. John B. Ellery named station manager of WDET-FM Detroit, noncommercial educational station. **Allan Murdock** named assistant manager.

MR. DIX

William P. Dix, Jr., assistant manager and director of sales of WGR-AM-FM-TV Buffalo, N.Y., appointed station manager of WGR-AM-FM. He formerly was assistant general manager of sales for WOR-TV New York and sales manager of WTAM Cleveland.

David Shuirman and **Frank Strauss,** both formerly with KNXT (TV) Hollywood and CBS-TV Pacific Coast Network, to new KSFE Needles, Calif., as general manager and news-program director, respectively. Both are officers of S.H.S. Broadcasting Corp., owner of KSFE which debuted last month.

Bill Wells, formerly with WBBM Chicago, named general manager of KADO Marshall, Tex.

Charles E. Trainor, formerly manager of Atlanta office of Adam Young Co., rep firm, appointed general manager of WKRG Mobile, Ala.

M. Franklyn Warren, vp and general manager of Hawaiian Broadcasting System Ltd., elected president of Hawaii Association of Radio & Television Broadcasters.

William E. Donnelly, formerly general manager of WSTS Messena, to WOLF Syracuse, both New York, as commercial manager.

Dale Hart, program director of KOTV (TV) Tulsa, Okla., named acting commercial manager. **Sid Lasher,** staff announcer-weathercaster, named acting program director.

Walter Crockett, news director of WCYB-AM-TV Bristol, Va., elected president of Virginia Associated Press Broadcasters, succeeding **Jack Clements,** news director of WRVA Richmond.

Robert Goldston, director of administration for National Telefilm Assoc., owned and operated stations, named assistant to chairman of board, assistant secretary of NTA and National Theatres & Television Inc.

Homer D. Odom, president and general manager of KABL Oakland-San Francisco, named secretary-treasurer of San Francisco Radio Broadcasters Assn. and board member, succeeding **Mort Wagner.**

MR. DUFFY

James E. Duffy, director of sales for ABC radio, Central Div., appointed national director of sales. Mr. Duffy joined ABC in 1949 as member of publicity department, was named central division director of advertising and promotion in 1952 and assumed current post in 1957.

Robert A. Gennette joins KFBI Wichita, Kan., as general sales manager.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Philip Luttinger, research projects supervisor for CBS-TV, promoted to assistant director of research.

Patrick E. Rheaume, division manager of RAB, promoted to manager of member service department. Prior to association with RAB, he was commercial manager of WCHN Norwich, N.Y.

Thomas E. J. Sawyer, formerly account executive at Dancer-Fitzgerald-Sample, N.Y., to marketing department of Edward Petry Co.

J. Clyde Parker and **Paul Kane** join KYW-TV Cleveland as producer-director and assistant program manager, respectively. Mr. Parker formerly was with KARK-TV Little Rock, Ark., and Mr. Kane at WJZ-TV Baltimore.

Giles W. Meads, Jr., joins sales staff of KFMB-TV San Diego.

Clem Stein, formerly air personality with KVFM (FM) Los Angeles, to KWIN Ashland, Ore., as program director. **Cliff Scheel,** formerly of KCNO Alturas, Calif., and **Larry Hoover,** formerly of KBES-TV Medford, Ore., join KWIN as air personalities.

William Osterhaus, former production assistant with WRCA-TV N.Y., returns as program producer after two years military leave.

Dick Drury, air personality at KQV Pittsburgh, promoted to program director.

Allen Davis, chief announcer of KBIQ (FM) Los Angeles, named program director.

Bruce McDonald, air personality at WJW Cleveland, appointed program manager. He has been with station for 17 years.

Robert Novak, formerly assistant program manager of KPIX (TV) San Francisco, to KDKA-TV Pittsburgh in similar capacity.

Glenn Johnson, formerly special sales service representative for WDAF-TV Kansas City, to WIBW-AM-TV Topeka, Kan., as promotion director.

Robert L. Bochroch, account executive with WCAU Philadelphia, appointed national advertisers' representative.

Ralph Blank, formerly program manager at WJJD Chicago, to WIND, that city, in similar capacity.

Kevin Corrigan, associate editor, *Vision* magazine, joins ABC as account executive for International Div.

Maurice J. Streitmatter, formerly assistant music supervisor WNBQ (TV) and WMAQ, both Chicago, appointed music director of WIND, that city. **Howard Miller,** disc jockey personality, signs exclusive three-year pact with WIND.

New AFN chief

COL. CRANSTON

Lt. Col. Robert Cranston appointed chief of American Forces Network, Europe, succeeding **Lt. Col. Samuel S. Kale,** who retires. Col. Cranston first joined AFN in 1945, shortly afterwards becoming chief of now-defunct Blue Danube Network, Austria. AFN, reportedly one of the most powerful networks in the world, contains 63 outlets with approximately 50 million listeners.

William J. Duerr, pr director for U.S. Air Force in Pittsburgh area, joins WTAE (TV), that city, in promotion department.

Bob Bohrer formerly news director of WRVM Rochester, N.Y., appointed staff announcer of WROC-TV, that city.

Millard Hansen, formerly newscaster-air personality for WAAF Chicago, to WCFL, that city, as announcer.

Maurey Hamilton, formerly account executive with Dick Skuse Assoc., San Francisco, rejoins KCBS, that city, as staff newsman in charge of research, writing and productions of station's editorials. He had been with station as writer-producer from 1953 to 1959. **Adrian Joseph** joins advertising promotion department as audience promotion assistant.

Lewis Martin, air personality with WTOP Washington, succeeds **Mark Evans,** now vp of public affairs for Metropolitan Broadcasting Co., as announcer-air personality and director of Housewives Protective League for WTOP-AM-TV.

Outstanding team

David Brinkley and **Chet Huntley** (*Huntley-Brinkley Report*) will be honored May 6 by Missouri U. as the outstanding television news-reporting team. The award, presented in conjunction with the school's annual Journalism Week, is the lone broadcast journalism winner among the six to be presented.

Dick Carr, formerly with KELP-AM-TV El Paso, Tex., to KRAK Stockton, Calif., as air personality.

Milton Q. Ford, air personality with WOL and WTTG (TV) Washington, elected president of Advertising Club of Washington, succeeding **John Panagos,** vp of United Broadcasting Co.

Irving Wilson, formerly with sales staff of WGN-TV Chicago, becomes account executive with WCBS-TV New York.

Rod Roddy, formerly program director of KOMA Oklahoma City, to KQV Pittsburgh.

Larry Hays, producer-director of KHJ-TV Los Angles, appointed production manager, succeeding **Don Patton** who joins CBS-TV.

Blake McCreless joins KENS San Antonio as farm and ranch director.

A. Wayne Beavers, formerly with Bozell & Jacobs Kansas City office, to WHB, that city, as account executive.

Jerome McCauley, formerly general manager of KAIR Tuscon, Ariz., joins WABC New York as account executive.

Sandra Dickenson joins WFMB Indianapolis as promotion and pr division supervisor on fm and Muzak.

Alan A. De Petro joins WKBZ Muskegon, Mich., as news director, succeeding **Jack Hoppis,** who becomes air personality at WMUS, that city.

Rod Belcher, veteran Pacific Coast sportscaster, named sports director of KING-TV Seattle, Wash.

Bill Minshall, formerly news director of WIS-AM-TV Columbia, S.C., to KYW-AM-TV Cleveland as newscaster.

Keith Johnson named sports and special events director of KOMO-AM-TV Seattle, Wash.

Julian Mouton, formerly newscaster at WOLF Syracuse, N.Y., to KELP El Paso, Tex., in similar capacity.

Russell Piggott, formerly with *Muscatine Journal,* appointed news director of WLBK DeKalb, Ill., succeeding **Mel Grummert,** who goes to KSCB Liberal, Kans., in similar capacity.

Art Houtteman, formerly professional baseball player with Detroit Tigers, named sports editor of WXYZ-TV, that city.

Rod (Bud) Arkell Jr., engineer-announcer at WGRO Lake City, Fla., is recovering from recent injuries received when 7,500 volts passed through his body while inspecting transmitter.

James E. (Mike) Hankins, formerly air personality-newsman for WGGH Marion, Ill., to news department of

Bum newsman ■ Del Blumenshine, newsman for WOOD-TV Grand Rapids, Mich., is pictured as he appeared in his undercover assignment role in the skid row district of that city. Mr. Blumenshine spent 10 days as a bum, recording his experiences with a hidden camera and tape recorder. His findings, presented on WOOD-TV in a tv special called *Wasted World*, won plaudits from Mayor Stanley Davis for the station, Mr. Blumenshine and Dick Cheverton, WOOD-TV's news director. Mr. Cheverton since has been appointed to the mayor's special committee to study skid row conditions. Mayor Davis commented after the show that the time has come to find jobs and livable living quarters for the "bum." While Grand Rapids does not have a "major" skid row problem, *Wasted World* brought out the fact that its skid row is growing and could become a vital community problem unless conditions are improved.

WAKY Louisville, Ky.

Harold Commings, formerly with Norman, Craig & Kummel, N.Y., joins WPTR Albany-Schenectady-Troy as director of merchandising, client services.

Ike Buchanan, formerly announcer-air personality at WCTV (TV) Tallahassee, to WJXT (TV) Jacksonville, both Florida, in similar capacity.

Dusty Rhodes, formerly air personality at WOLF Syracuse, N.Y., to WHEN-TV, that city, as member of production crew.

Jim Harper, formerly news director at WCER Charlotte, to announcing staff at WKZO Kalamazoo, both Michigan. **Jim Beasley,** formerly program director at WALM Albion, Mich., to WKZO as morning air personality.

Bill Codare, air personality, moves from WICC Bridgeport, Conn., to WCBS New York.

Frank Malone, formerly air personality at WHYE Roanoke, Va., to WAIR Winston-Salem, N.C., in similar capacity.

Clyde Lovellette, professional basketball star with St. Louis Hawks, joins KMOX, that city, as star of own western show.

Gabe Favoino, reporter-columnist for *Chicago Sun-Times*, signed by WOPA Oak Park, Ill., for weekly interview-and-music series.

Tom Franklin, newscaster on KGO-TV San Francisco, resigns.

Tony Sylvester, formerly reporter-weatherman for WFGA-TV Jacksonville, Fla., to WTOP-TV Washington in news department.

Programming

Jack L. Copeland, formerly head of own commercial film company, appointed executive producer of a new division of Allied Artists Pictures to make commercial, industrial and educational films. New unit will be headquartered at AA studio in Hollywood. **Roy M. Brewer** named eastern representative of AA's informational and commercial films division.

Errol Gray named production manager of UPA studios. **Robert F. Kemper** appointed midwest representative for animation, tv commercials and program sales.

Keith Fuller, chief of Denver office of Associated Press, promoted to assistant general manager of AP.

Hal B. Cook, vp of sales for Warner Bros. Records resigns effective May 15 to join Scott-Textor Productions (producers of singing radio-tv commercials), N.Y., as executive director of special projects.

Grace V. Sullivan, secretary of Official Films Inc., N.Y., appointed director of national sales.

Jerry Maticka, production supervisor, Robert Lawrence Productions, N.Y., becomes director of tv commercials.

Bert Mitchell, formerly national sales manager, Tel National Inc., joins Programatic Broadcasting Service, L.A., as western states representative.

Dave Connell, associate producer-writer, *Captain Kangaroo Show*, named producer.

Clifford Wells joins Modern Talking Picture Service (distributor of pr films) as account executive.

Jason (Herb) Evers signed to play title role in Paramount Tv's *Wrangler*, video-tape western series.

William L. Peart named executive assistant for southwest division of United Press International.

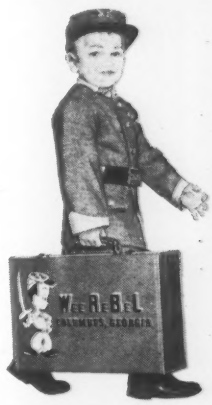
Seymour (Bill) Scott, formerly news editor of Radio Press International, N.Y., named bureau chief. **Dorothea K. Dixon,** production supervisor, RPI, becomes assistant to general manager.

Tad Daneilewski named director of new Academy of Television Arts & Sciences drama workshop in New York.

Rex Benson, editor of *Fanfare* magazine, appointed account executive in sales promotion department at United Film & Recording Studios, Chicago. **Jack T. Vinis,** film producer and script writer, appointed to sales and production staff.

Jack M. Goetz, pr man for Consolidated Film Industries, elected chairman of board of Television Film Assn., N.Y.

Gene McCabe, production manager of Bill Burrud Productions, promoted to administrative assistant.



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CHANNEL 4

ONLY VHF IN COLUMBUS

172,870 TV Homes, in 47 Counties

Per family income in Metropolitan Columbus is eighth highest in the nation

WRBL-TV

COLUMBUS, GEORGIA

Equipment & Eng'ring

MR. BERGEN

Serge Bergen named senior staff engineer of Washington consulting engineering firm of Kear & Kennedy. Mr. Bergen, who took over his new job April 15, was most recently with Jansky & Bailey and before that with Commercial Radio Equipment Co.

A. J. Kendrick, co-founder and vp, World Broadcasting System, appointed director of sales for Magne-Tronics, N.Y.

Wassil D. Tussusov appointed chief of electronics engineering for Photronics Corp., N.Y., specializing in optics and electronics.

Theodore Lindenberg named chief engineer for Astatic Corp., Conneaut, Ohio. He will direct research, design, development and product engineering programs.

Roger C. Damm appointed midwest sales representative for Motorola Semiconductor Products Div. He will headquarter in Chicago.

George D. Miller joins Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., as sales engineer with headquarters in Melrose Park, Ill.

Thomas M. Mullin and **Robert E. Thompson** named district managers for Raytheon Co's midwestern sales areas. Mr. Mullin will headquarter in St. Louis and Mr. Thompson in Tulsa, Okla.

Henry H. Michaels Jr. elected president of PRD Electronics, Brooklyn, N.Y., (producer of micro-wave test equipment).

Stuart D. Cowan, John E. Gagnon, Robert L. McCormick and **Martin Schilling** all named vps at Raytheon Co. **Ray C. Ellis,** vp of international services, retires. **William H. Buck** named advertising and sales promotion manager for Commercial Apparatus Division.

MR. GRANT

Peter J. Grant, vp national sales for Sylvania Home Electronics Corp., named president. **Robert E. Kenoyer,** corporate controller, named vice president and general manager.

Keith M. Perkins, administrator of technical press, International Telephone and Telegraph, promoted to pr director, International Electric Corp., division of IT&T.

Allied Fields

Donald Waterbury, formerly N.Y. sales manager, Rambeau, Vance, Hopple Inc., joins A. C. Nielsen Co. as account executive for NSI, Nielsen's local measurement service.

Edward H. Devany, instructor in staging and directing, Academy of Broadcasting Arts, N.Y. appointed acting dean.

John O'Reilly, formerly pr director at Grant Adv., Chicago, to Daniel J. Edelman & Assoc., there, as account executive and information director for its client, Theatre-Screen Adv. Bureau.

International

Dan C. Crone appointed director of management services of Canadian Broadcasting Corp., Ottawa, Ont.

K. M. Kelly, assistant director of personnel of CBC, Ottawa, named assistant to CBC vp for administration and finance.

Barry Morgan, formerly of CFPL-AM-TV London, Ont., to producer of Canadian Broadcasting Corp.'s Dominion radio network and **Barry Harris,** from production assistant at CBC, Toronto, to program organizer of *Assignment,* daily evening program.

Deaths

MR. ELWOOD

John W. Elwood, 64, formerly assistant to president of NBC and first vp, died April 23 following long illness. Mr. Elwood, broadcast pioneer, general manager of KNBC San Francisco from 1942-1950, also was director of Radio Free Asia. Until his retirement last year, he had been with Central Intelligence Agency in Washington.

James W. Carroll, 59, president and general manager of Big Horn Broadcasting Co. (KWYO Sheridan, Wyo.) died April 19. He also was secretary of Clouds Peak Radio and Television Co., first president of Wyoming Radio and Tv Broadcasters' Assn., and member of Broadcast Pioneers.

Hope Emerson, 62, tv and screen actress, died April 24 following long illness. In recent years, Miss Emerson played "Sarge" on *The Dennis O'Keefe Show* and "Mother" on *Peter Gunn.*

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

NORTHWEST

Single station market daytimer, excellent dial position. Grossed $52,000.00 in 1959 and running ahead this year. Sale includes $14,000.00 land-building and receivables approximately $5,000.00. Building equipment, furniture practically new. Total price of $95,000.00 with 29% down and balance over seven years. **$95,000**

ROCKY MOUNTAIN STATE

Daytimer with desirable frequency in city of over 30,000—retail trading zone well over 100,000 population. Needs fulltime owner-manager attention. Priced at $105,000.00 with $25,000.00 down and balance over ten years. **$105,000**

SOUTHWEST

Fulltime radio station, single station market. Grossing over $60,000 annually with excellent ownership earnings. Building and land evaluated at $23,000.00 go with sale. Total price $100,000 with $26,000 down and balance over twelve years. **$100,000**

EASTERN FULL TIME 250 WATTS

Serving an area that has approximately $300,000,000.00 retail sales. Price $135,000 with $30,000 down. Balance out over an agreed upon time. **$135,000**

MIDWEST SINGLE STATION

Market of some 12,000 people has relatively new station, which must be sold due to conflicting interests of owners. Physical plant is superb and all new. Real good potential. Price is $115,000 all cash. Terms will be given consideration. **$115,000**

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

SMPTE'S PLANS Meet to hear about Japanese color vtr

A new Japanese video tape recording system, Toshiba Vtr, which uses only one revolving head and is expected to prove especially valuable for recording color tv programs, will be described by a team of scientists from the Matsudo research lab of Tokyo Shibaura Electric Co. Thursday evening (May 5) during one of two sessions on television recording at this week's convention of the Society of Motion Picture & Television Engineers at the Ambassador Hotel, Los Angeles.

The widely discussed thermoplastic recording system developed by General Electric (BROADCASTING, Jan. 18) will be described by W.E. Glenn of the GE research lab at Schenectady, N.Y., at the Thursday evening session, one of 14 papers on tv recording techniques to be presented that afternoon and evening chiefly by engineers from Ampex and RCA. Other television topics occupy an impressive place in the convention agenda, from the opening talk at 10 a.m. today (May 2) on historical collections of tv material, to be given by Syd Cassyd of the U. of California, to the Friday afternoon session on tv equipment and practices.

In addition to the many papers to be presented by engineers from the creators and manufacturers of equipment used in tv and motion pictures, the week-long program also contains talks by a number of broadcast technical experts, including John D. Silva, chief engineer of KTLA (TV) Los Angeles, on "Audio Scoring, Dubbing and Transfer Techniques Use in Vtr"; L.J. Wheeler, BBC, London, on daylight-operated continuous film processing equipment used in BBC's newsfilm service; Rodger J. Ross, CBC, Toronto, on exposure control in tv film recordings; Robert J. Nissen, KQED (TV) San Francisco educational station, on what broadcasters can do to secure proper gray-scale reproduction on modern tv receivers not equipped with d-c restoration circuitry; Glen Akins, ABC, Hollywood, on a versatile distribution system for telecine and video tape signals.

More than 1,000 engineers and scientists are expected to attend the five-day convention, SMPTE's 87th, to learn about the latest developments in tv and the movies as described in some 50 technical papers and displayed in 5,000 square feet of exhibit space. To assist them in watching specific papers, RCA has installed a closed circuit tv system in the hotel, with monitors from Conrac placed outside the meeting room and in the exhibit area. Additionally, the system is connected with ch. 6 for tuning in on the tv receivers in all rooms, so that even the late risers may get in on early morning papers without leaving their beds.

Zenith profits up; rosey year predicted

Profits of Zenith and its subsidiaries reached $3,855,129 (or $1.30 per share on 2,954,784 shares-outstanding) for January-March after depreciation and federal income taxes—a 16% increase over the same quarter in 1959. Sales hit $68,144,976—a 15% boost over the first quarter of last year.

Hugh Robertson, board chairman; Joseph Wright, president, and other Zenith executives painted a rosy picture for the second quarter, also reporting

Follow the bouncing picture

Bouncing a picture from pillar to post is the house specialty of WLOS-TV Asheville, N.C. Out of sheer necessity, studio engineers had to devise a means of transmitting a program 76 air-miles before it ever hit the air-waves.

The problem developed when WLOS-TV decided to open a studio in Greenville, S.C., across rugged mountains. To transmit a picture from Greenville to Asheville to tower meant setting up a series of microwave "dishes" to "bounce" the program to an audience.

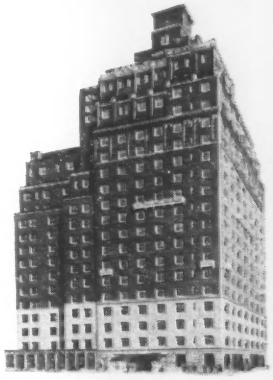
The program travels from the Greenville control room to a rooftop transmitter thence 18 miles to another transmitter which relays the picture to a receiver. The receiver takes the picture to the Asheville studio for final shape-up before it is sent to the Mt. Pisgah tower for final transmission.

When the new studio opened in February, studio engineers crossed their fingers and hoped. But an all-night telethon for the March of Dimes, part of the new station's opening festivities, collected over $60,000 in cash and pledges. The engineers rightfully figured that the audience was getting the "hot potato" picture without any difficulty.

WITHIN A STONE'S THROW OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE AT 52nd STREET



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Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.

The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

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KNOTT HOTELS

on these developments:

■ Interest in color tv has picked up the past six months but "it isn't a big business yet and when it is, we'll be in it in a big way."

■ Factory shipments of tv receivers the first quarter were up 22½% over the same period last year, with increases in both table models and consoles. Factory shipments of radio receivers also were substantially up.

■ Zenith isn't hurting from Japanese imports of transistor portables and is enjoying continued increased sales. But shipments of phonographs and high fidelity stereo instruments are down.

Products to be unveiled during the second half of 1960 will accommodate a new automatic tape recorder developed by Zenith in conjunction with Minnesota Mining & Mfg. Co.

Punch card system for ABC studio lights

An IBM punch-card light control system that can make "lighting changes faster than anybody logically needs them" will go into operation shortly at ABC-TV in New York, it was announced Tuesday (April 26) by Albert W. Malang, chief video facilities engineer at ABC.

In this system, he said, pre-set IBM cards, which can control one or all of the several hundred studio lights, will automatically adjust the lights to any one of 32 levels of illumination. A lighting sequence may be changed each second and a half, he added.

In his address before a New York section meeting of the American Institute of Electrical Engineers held at the ABC-TV studios, Mr. Malang pointed out several features of the new semiconductor dimmer system recently installed in the studios under the direction of Frank Marx, ABC vice president in charge of engineering. The system includes a separate dimmer for each light fixture (300 lights in one studio, 275 in the other); elimination of high power "switching or patching" of lighting loads, and 300 low-powered control circuits providing any kind of lighting combination desired with "100% flexibility."

Technical topics

Expanding ■ Ling-Altec Electronics has announced a $500,000 plant expansion and remodeling program for one of its Dallas subsidiaries, Continental Electronics Mfg. Co. Additional plans are in the works to increase that company's floor space from 70,000 square feet to 100,000 square feet at a cost of up to $1 million. James J. Ling, board chairman, stated that the projects are due to the projected increase on sales to approximately $75 million. This would be an increase of about 56% over sales of $48 million for 1959.

Plant expansion ■ Standard Electronics Div., Reeves Instrument Corp., Farmingdale, N.J., opened this month an air-conditioned, 31,000-square-foot plant on a 40-acre site. Engineering and production of am, fm, and tv broadcast transmitting equipment is reported to be underway at the new facilities. Standard Electronics also is said to be adding 1 kw, 5 kw and 10 kw units to its line of fm multiplex transmitters. In addition the company plans to introduce shortly a new line of am transmitters.

Vtrs shipped ■ Ampex Corp., Redwood City, Calif., reports shipment of Videotape recorders to the following: two machines each to KSL-TV and KUTV (TV), both Salt Lake City; KING-TV Seattle; KGW-TV Portland, Ore.; one recorder each to KTVH (TV) Hutchison-Wichita, Kan.; WBZ-TV Boston; WHEN-TV Syracuse, and WHEC-TV Rochester. Two recorders were sent Radio Rio (Brazil), RAI (Rome), and CBC (Montreal), four machines to England, one to CFQC-TV Saskatoon, Sask., Canada; XETV (TV) Tijuana-San Diego and the U.S. Signal Corps (Pentagon). Total number of Ampex vtr installations now stands at 612.

Moving day ■ April 30 was the date Industrial Transmitters & Antennas Inc. moved to a larger modern plant at 130 E. Baltimore Ave., Lansdowne, Pa. According to President Bernard Wise, this represents a ten-fold expansion brought about by a sharp increase in orders for fm transmitters and for new designs in 1kw, 5kw, 7½kw, 10kw and 15kw power ranges.

Directors and plans up for RCA voting

RCA holds its annual meeting at Rockefeller Center in New York tomorrow (May 3). Stockholders will vote on the election of five directors, amendment of a stock option plan and two stockholder resolutions concerning the plan.

A proxy statement lists Brig. Gen. David Sarnoff, board chairman, as having remuneration in aggregate last year of $200,000 of which approximately $60,888 remains after federal income taxes. In addition, $85,400 was shown as annual rate of retirement income benefits Gen. Sarnoff would have received under RCA's plan if he had retired March 1, 1956, the normal date of his eligibility (he elected to defer receipt of benefits and is not receiving payments).

John L. Burns, RCA's president, received $172,917, of which $25,000 was paid and $100,000 to be earned out. His total after taxes was about $66,133, while $53,955 was contributed for retirement income. Other top remunerations (in aggregate):

Elmer W. Engstrom, senior vice president, $132,917; Frank M. Folsom, chairman of executive committee, $83,333; Charles B. Jolliffe, RCA vice president and technical director, $68,458; Charles M. Odorizzi, group executive vice president, $122,017; Robert W. Sarnoff, board chairman, NBC, $150,000.

The proxy statement also reveals the following common shares held by RCA officials: David Sarnoff, 25,100; Mr. Burns, 20,922; Mr. Odorizzi, 10,892; Mr. Folsom, 10,426; Robert Sarnoff, 10,280; Mr. Engstrom, 3,385 and Mr. Jolliffe, 1,652. RCA stock has been selling in the low 70's.

Terms Up ■ The terms of office of the following RCA directors expire this year, and it is these terms which are up for re-election: Mr. Burns, Mr. Folsom, Mr. Jolliffe, Robert Sarnoff and Harry C. Hagerty, vice chairman of the board of directors of Metropolitan Life Insurance Co.

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Shot in history's arm

KHOU-TV Houston stirred up such interest in San Jacinto Day ceremonies through an all-out local campaign that some 20,000 people attended this year as opposed to approximately 800 in 1959. Topping a week-long promotion to familiarize the community with its new facilities by televising a 90-minute spectacular of the parade, the station also held special time-capsule ceremonies (above). Shown (l to r) are: Harvin Moore, president, San Jacinto Sons of the Republic of Texas; W.R. Blanton, president, San Jacinto Park Commission; James C. Richdale, Jr., vice-president and general manager of KHOU-TV, and Texas Gov. Price Daniel. San Jacinto Day, as every good Texan knows, celebrates the battle which secured Texas' independence from Mexico in 1836. The time capsule, replete with modern history, is to be opened April 21, 2036.

Houston papers, including those owning opposition stations, commended KHOU-TV on its efforts and foreswore inter-media rivalry as executives attended a banquet featuring CBS News' Douglas Edwards and other CBS personalities. For several weeks prior to the celebration, KHOU-TV carried on a saturation spot campaign promoting the event. A special two-color section was sponsored in the April 17 *Houston Post* citing the station's recent expansion and advising the public of the celebration. The station reports that although KHOU-TV is a Corinthian station, the entire project was carried out on the local level without help from headquarters.

Amoeba vs. dope

KFWB Los Angeles scared the wits out of some unbiologically-minded natives and amused others when it broadcast emergency warnings that an amoeba was loose in the city. Special announcements and descriptions of the search's progress were broadcast throughout the day. Anxious callers to the station's switchboard were assuaged with a dictionary definition of the micro-organism. Some listeners joined the fun by reporting the amoeba's whereabouts or its alleged capture. The local papers carried the tale of the hoax; police had been alerted by KFWB as to its plans in order to prevent city-wide panic. The next day the station broadcast an editorial chiding the citizenry for its alarmed reaction to the amoeba story as opposed to its comparatively apathetic response to serious programs by KFWB on the narcotics menace.

Time stands still at WINS

Some 600 listeners are willing to give WINS New York more than the time of day. It isn't always accurate, and often it's some long-ago hour when time stood still as the watchworks quit. Still that many watch consumers responded to an appeal by WINS for old watches and sent them along to the stu-

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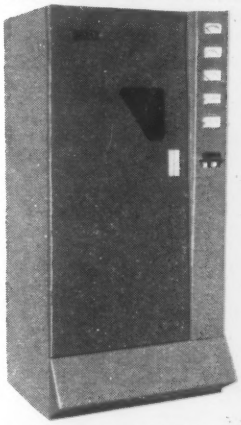

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Promotion launching pad ■ NBC-TV affiliates in 200 cities April 21 were linked in the network's first in a series of taped closed-circuit telecast devoted exclusively to audience-building plans and ideas. Promotional plans for its coverage of the 1960 political conventions were discussed in this first program of the project called "Station to Station Call." The series is part of NBC-TV's overall plan to spend $200,000 in promotion of its fall programming schedule (BROADCASTING, April 11). Seated clockwise at last week's taping session are Al Rylander, director, promotional services; John Porter, director, national advertising and promotion; Ellis Moore, director, press and publicity; Sydney H. Eiges, vice president, public information; Charles Cash, WSM-TV Nashville; Eugene Godt, KYW-TV Cleveland, and Caley Augustine, WIIC (TV) Pittsburgh. It's understood NBC will bring in three station promotion managers for each telecast.

dios. The station is forwarding them to schools and rehabilitation centers for training use.

It took two weeks to pull the 600 old watches. Minutes were scheduled about a dozen times a day every couple of hours asking listeners to send in watches and compete for a daily prize to the owner of the one showing the most inaccurate time. Another prize was awarded the end of each week for the most interesting beat-up watch that didn't run at all. Prizes in both categories were new timepieces in working order.

WINS' watch contest was a supporting promotion for a 13-week commercial schedule by Watchmakers of Switzerland, which has radio schedules in around 30 markets. One station in each of the markets is running a tie-in promotion. The paid commercials average 15 daily (minutes and 30's) and five over the weekend. Cunningham & Walsh, New York, placed the campaign, running its own contest among stations for the best merchandising job.

PGW's phone check

Agency timebuyers in New York last week discovered they were "wired for sound" when radio salesmen from Peters, Griffin, Woodward Inc. came to call. The rep firm's new sales approach is as simple as "picking up your telephone." It gives auditions of PGW stations through its "Phone-a-Check" service.

By dialing the special Phone-a-Check number and asking to hear a particular PGW-represented station, buyers can listen to as much as 15 minutes of on-air broadcasts. Each station is represented by a composite tape which capsulates music policy, news coverage, service features and personality approaches.

"Our aim has been to combine the benefits of first-hand, in-the-market listening with the speed, privacy and convenience of telephone service," noted Robert H. Teter, vice president-director of radio at Peters, Griffin, Woodward. With Phone-a-Check, buyers and other agency decision-makers "can swiftly bring the added dimension of qualitative judgment to their spot radio buying procedures," he said.

Stations currently on the Phone-a-Check list: KPOP Los Angeles; WHIM Providence; WWJ Detroit; KHOW Denver; KGMB Honolulu; KIRO Seattle; KFDM Beaumont, Tex., and XEAK Tijuana-San Diego. More PGW-represented stations will be added.

Tunes for tots

WGMS Washington, classical music station, held its annual Tiny Tots Concert for children 3 to 7 on May 1, at the Statler-Hilton. The National Symphony Orchestra played in the middle of the ballroom at floor level while the moppets sat on the floor around it. Audience participation was invited on such Urchins' Top 10 tunes as "Pop Goes the Weasel." Untoward incidents of the past, such as the concertmaster's life being threatened with a water pistol, did not occur. After the concert, the youngsters explored the orchestra, meeting the musicians and their instruments.

Bread and butter

WNEW-TV New York is reinforcing its exposure after luncheon presentations. Following pitches to San Francisco and Los Angeles advertising people, the eastern station team erected highway billboards naming luncheon guests, thanking them for their attendance and signed, "Love, Mary." The signer is Mrs. Mary McKenna, vice president in charge of research of Metropolitan Broadcasting Corp. (WNEW-TV licensee), who made the presentations. John W. Kluge, president and board chairman of the multiple station firm, greeted guests in the two cities. Foster & Kleiser, San Francisco outdoor advertising company, which erected the signs, also is one of his media interests.

WCCC counts blessings

WCCC Hartford, Conn., has instituted a series saluting members of the civic and business community with 20- or 30-second announcements each hour and a 3-minute address by the president of the organization at 6:25 p.m., the end of the broadcast day.

The purpose of the campaign, which is called *Count Your Blessings*, is to make listeners aware of organizations that they might take for granted, but without which the community could not thrive. Retail establishments, banks, insurance companies, various business and health and welfare groups are the subjects of the daily salutes. Each day is devoted to a separate organization giv-

ing details of its history and services.

The series started March 14. The station plans to continue it indefinitely "since we have a long list to cover."

Drumbeats

Dig those platters ■ WKTG Thomasville, Ga., treated some 2,000 of its listeners to an Easter egg hunt on a 7½-acre field adjoining its transmitter. But instead of eggs old 45 rpm records—1,000 of them—were buried in the lot. A local merchant sponsored the festivities, issuing free tickets at his store two weeks in advance.

Password for free pass ■ KELP El Paso caused a great traffic jam in the vicinity of a local drive-in theater after making brief announcements that men would be admitted free if they used the password "KELP sent me." The promotion was so successful they repeated it for women the following night. A similar effort is in the works with a drive-in restaurant with the reward for faithful listeners being a free meal.

Amateur critics ■ WSB-TV Atlanta is offering viewers a chance to act like professional aisle-sitters and review *The Play of the Week* for prizes. The best letter of comment on one of the first 10 plays presented will win a 5-day expenses-paid trip for two to New York on the special ANTA theater train. Broadway show record albums will go to other writers of the best letters following each of the first 10 shows. The program has been signed for 39 weeks.

Busy signal

During a recent two-week promotion, WIL St. Louis received several hundred thousand phone calls.

In its "Sing the Thing" contest, the station invited listeners to call and sing "Wonderful WIL"—one of its musical identifications. Five listener-made recordings were aired each half-hour. Listeners calling the station within 10 minutes after recognizing their voices on-the-air received prizes.

A Southwestern Bell telephone representative said the promotion logged over 361,000 calls.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 21 through April 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Am Stations

APPLICATIONS

North Atlanta, Ga.—J. Lee Friedman, 680 kc, 10 kw. P.O. address 1230 Wild Creek Trail, Atlanta, Ga. Estimated construction cost $140,809, first year operating cost $125,000, revenue $150,000. Applicant is in advertising and oil business, is former ⅓ owner of WWOK Charlotte, N.Y. Ann. April 26.

Marshall, Mich.—Marshall Bcstg. Co., 1540 kc, .25 kw D. P.O. address Box 88, Hastings, Mich. Estimated construction cost $22,686, first year operating cost $55,000, revenue $65,000. Principals include **Barry Bcstg. Co.,** 51.71%, and 15 other stockholders all holding less than 5% each. Barry Bcstg., licensee of WBCH Hastings, Mich., is headed by **Robert S. Greenhoe,** president. All other stockholders in Marshall Bcstg. also hold stock in Barry Bcstg. Ann. April 27.

East Aurora, N.Y.—James C. Gleason, 1300 kc, 5 kw D. P.O. address 110 North Fourth St., Olean, N.Y. Estimated construction cost $42,097, first year operating cost $72,000, revenue $80,000. Applicant is stockholder in **Olean Bcstg. Corp.,** licensee of WMNS Olean, WSET Glen Falls, WIPS Ticonderoga, WRNY Rome, all New York. Ann. April 27.

Depew-Lancaster, N.Y.—De-Lan Inc., 1300 kc, 1 kw D. P.O. address 1028 Liberty Bank Building, Buffalo, N.Y. Estimated construction cost $57,558, first year operating cost $71,000, revenue $79,000. Principals include **Bessie M. Kritzer,** 60%, **Joseph M. Crotty,** 10%, and others. Mr. Crotty is attorney. Ann. April 27.

Lancaster, N.Y.—Seaport Bcstg. Corp., 1300 kc, 1 kw D. P.O. address 906 Morgan Building, Buffalo, N.Y. Estimated construction cost $46,889, first year operating cost $45,000, revenue $75,000. Principals include **Stanley Jasinski,** 50%, **Lee Forster,** 10% and others. Messrs. Jasinski and Forster are employes of WWOL Buffalo. Ann. April 27.

Existing Am Stations

ACTIONS BY FCC

KWYN Wynne, Ark.—Granted change from unl. to specified hours, continuing operation on 1400 kc, 250 w. Ann. April 27.

KHJ-AM-FM Hollywood, Calif.—Granted (1) mod. of licenses to change station location to Los Angeles and (2) renewal of licenses as modified. Ann. April 27.

WMMS Bath, Me.—Granted increase of power from 500 w to 1 kw, continuing operation on 730 kc, D; engineering condition; remote control permitted. Ann. April 27.

WBBB-AM-FM Burlington, N.C.—Granted applications to specify dual city designation as Burlington-Graham, N.C. Ann. April 27.

WNOB Cleveland, Ohio—Granted SCA to engage in functional music on multiplex basis. Ann. April 27.

WIKE Newport, Vt.—Granted increase of daytime power on 1490 kc from 250 w to 1 kw, continued nighttime opration with 250 w; remote control permitted. Ann. April 27.

APPLICATIONS

WAPI Birmingham, Ala.—Cp to make changes in DA system (add one tower). (1070kc) Ann. April 20.

WJBD Salem, Ill.—Cp to increase power from 500 w to 1 kw and install new trans. (Request waiver of sec. 3.28(c) (3) of rules.) (1350kc) Ann. April 25.

WNNC Newton, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc) Ann. April 26.

KOMB Cottage Grove, Ore.—Mod. of license to change specified hours of operation to: Mon. thru Sat.: 6:30 a.m. to 8:00 p.m. Sunday: 8:00 a.m. to 5:00 p.m. (1400kc) Ann. April 20.

WENA Bayamon, P.R.—Cp to increase daytime power from 250 w to 5 kw and install new trans. for daytime use (2 main trans.). (1560kc) Ann. April 27.

WWWW Rio Piedras, P.R.—Cp to change frequency from 1520 kc to 1190 kc, increase power from 250 w to 500 w, change ant.-trans. location and install new trans. Ann. April 21.

WLAR Athens, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of sec. 3.28 (c) of rules.) (1450kc) Ann. April 27.

KARI Blaine, Wash.—Cp to change hours of operation to unl. using power of 1 kw, 5kw-LS, install DA D and N (DA-2) and install new trans. Ann. April 25.

KAPA Raymond, Wash.—Cp to increase daytime power to 1 kw and install new trans. (1340kc) Ann. April 26.

***WHA Madison, Wis.**—Cp to change frequency from 970 kc to 750 kc, increase power from 5 kw to 10 kw, change ant.-trans. location changes in ant. system and ground system and install new trans. (Request waiver of sec. 1.351 of rules.) Ann. April 22.

New Fm Stations

ACTIONS BY FCC

Caldwell, Idaho—Christian Bcstg. Co. of Idaho, granted 94.1 mc; 7.6 kw; P.O. address 11655 S.W. Highway 217, Tigard, Ore. Equal partners are **Harold Shaw,** decorator-designer, and **F. Demcy Mylar,** 50% owner KRWC Forest Grove, Ore. Ann. April 27.

Edward C. Fritz Jr., Waukegan, Ill.—Designated for hearing application for new fm station to operate on 102.3 mc; 1 kw; ant. height 188 ft. Ann. April 27.

Hopkinsville, Ky.—Pennyrile Bcstg. Co. Granted 100.3 mc, 3.73 kw. P.O. address 808½ S. Main St., Hopkinsville, Ky. Estimated construction cost $9,330, first year operating cost $2,500, revenue $5,500. Principals are **William H. Higgins, A.W.W. Higgins** and **John M. Higgins,** 33⅓ each owners of WKOA Hopkinsville, Ky. Ann. April 27.

Plymouth, Mass.—Plymouth Rock Bcstg. Inc. Granted 99.1 mc, 20 kw. P.O. address State Route #3 Plymouth, Mass. Estimated construction cost $26,013, first year operating

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 27

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,407	66	76	840
FM	650	77	179	113
TV	472	56	104	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 27

	VHF	UHF	TV
Commercial	450	77	527
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1960

	AM	FM	TV
Licensed (all on air)	3,406	648	472[1]
CPs on air (new stations)	59	51	55[2]
CPs not on air (new stations)	81	152	97
Total authorized stations	3,546	867	672
Applications for new stations (not in hearing)	609	77	49
Applications for new stations (in hearing)	214	38	70
Total applications for new stations	823	115	119
Applications for major changes (not in hearing)	686	40	32
Applications for major changes (in hearing)	194	9	19
Total applications for major changes	880	49	51
Licenses deleted	0	0	0
CPs deleted	0	3	8

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

cost $2,400, revenue $3,600. Principal applicant is **John T. Campbell**. Mr. Campbell is majority owner of WPLM Plymouth, Mass. Ann. April 27.

***Marietta, Ohio—Marietta College**, granted 89.3 mc, 10 w P.O. address Andrews Hall, Marietta College, Marietta, Ohio. Estimated construction cost $2,200, first year operating cost $1,400. Station is non-commercial educational. Ann. April 27.

Dumas, Tex.—Dumas Bcstrs. Inc. Granted 95.3 mc, .684 kw. P.O. address Box 555, Dumas, Tex. Estimated construction cost $7,907, first year operating cost $6,500, revenue $8,500. Principals include **Kenneth E. Duke**, 70%, and others, licensee of KDDD Dumas. Ann. April 27.

Grand Rapids, Mich. — Furniture City Bcstg. Corp. Granted 102.9 mc, 36 kw. P.O. address 399 Garfield Ave., Grand Rapids, Mich. Estimated construction cost $16,245, first year operating cost $15,000, revenue $20,000. Principals include **William Kuiper Sr.**, 50.3%, **William E. Kuiper**, 35.9%, and others. Messrs. Kuiper hold interest in WFUR Grand Rapids. Ann. April 20.

APPLICATIONS

***South Hadley, Mass.—Mt. Holyoke College.** 90.7 mc. P.O. address % Otto C. Kohler, mgr. Mt. Holyoke College South Hadley, Mass. Estimated construction cost $70.00, Station will be non-commercial, educational. Ann. April 15.

***Springfield, Mass.—Springfield College.** 89.9 mc. P.O. address 263 Alden St., Springfield 9, Mass. Estimated construction cost $70.00. Station will be non-commercial, educational. Ann. April 15.

Existing Fm Stations

ACTIONS BY FCC

KTOP-FM Topeka, Kans.—Granted cp to change from class A on 100.1 mc to class B on 100.3 mc; increase ERP from 760 w to 3.5 kw; ant. height from 100 ft. to 225 ft.; waived sec. 3.205 of rules to permit main studio to be located outside city limits of Topeka and at a site other than fm trans. site; remote control permitted. Ann. April 27.

WBAL-FM Baltimore, Md.—Granted temporary authority to Oct. 30 to transmit play-by-play descriptions of Baltimore Orioles or other major league baseball games to other am and fm stations within its service area; multiplex operation on sub-carrier frequency of 41 kc to conform with section 3.319 of subsidiary communications rules, and participating stations to comply with sections 3.121 and 3.291 of rebroadcast rules. Ann. April 27.

Ownership Changes

ACTIONS BY FCC

WEZB Bessemer, Ala.—Granted assignment of license to **Trans-America Bcstg. Corp. (H.C. Young Jr.**, president, 50% owner WENO Madison, Tenn.); consideration $85,000. Comr. Bartley dissented. Ann. April 27.

KLOU Lake Charles, La.—Granted assignment of license to **Albert D. Johnson**; consideration $142,500. Ann. April 27.

WLEC-AM-FM Sandusky, Ohio—Granted transfer of control to **Cleveland Bcstg. Inc.** (WERE-AM-FM-TV Cleveland and WERC-AM-FM Erie, Pa.); consideration $420,000. Ann. April 27.

KLOO Corvallis, Ore.—Granted assignment of licenses to **Willamette Valley Radio Inc. (William C. Hurley**, president); consideration $70,000 plus realty lease at $200 per month for 10 years. Ann. April 27.

KGKB Tyler, Tex.—Granted assignment of license to **KGKB Inc. (H. O'Connor**, president); consideration $125,000. Mr. O'Connor, who has been assistant general manager of KGKB, has 40% interest in KTXO Sherman. Comr. Bartley dissented. Ann. April 27.

APPLICATIONS

KYND Tempe, Ariz.—Seeks assignment of license from **Richard B. Gilbert** to **KYND Radio Corp.**, a corporation. No financial consideration involved. Ann. April 13.

Hi-Fi Fm Bcstg. Co., Little Rock, Ark.—Seeks transfer of control from partnership to corporation. No financial consideration involved. Ann. April 21.

KUFM (FM) El Cajon, Calif.—Seeks transfer of control of **Forwek & Co.** from **Kenneth C. Forror**, 50.1%, and **Thelma H. Weeks**, 49.8, to **Thelma H. Weeks**, 99.9%, for $501.00. Ann. April 15.

KVIQ-TV Eureka, Calif.—Seeks transfer of control of California **Northwest Bcstg. Co.** from **Carroll R. Hauser** and **Shasta Telecasting Corp.** (group headed by **George C. Fleharty**, president), 50% each, to **Carl R. McConnell** and **Leah McConnell**. Total consideration is $83,472.15 with $60,797.15 paid to Mr. Hauser by the McConnells and $22,675 paid to Shasta by the McConnells for all shares of stock. Mr. McConnell holds 15.625% interest in Shasta Telecasting Corp., KVIP-TV Redding, Calif., and 28.125% interest in Shasta Bcstg. Corp., KVIP Redding, Calif. Ann. April 20.

KPSR (FM) Palm Springs, Calif.—Seeks assignment of license from **Richard T. Sampson** to **KPSR Inc.** Corporation will consist of **Howard Morris**, 30%, **Richard T. Sampson**, 20%, **Hyman, George** and **Maxwell Shane**, 16⅔% each. Mr. Morris contributed his firm of Background Music Services and equipment. Mr. Sampson contributed use of KPSR (FM) Multiplex Channel and Equipment for Mr. Morris' service. Messrs. Shane each purchased 16⅔ shares of stock each at $100 per share. Messrs. Shane are in clothing sales. Ann. April 27.

KIST Santa Barbara, Calif.—Seeks transfer of control of **Western States Radio** from **A.R. Ellman** and **A.C. Morici**, equal partners, to **J.P. Wardlaw Jr.** for $97,000. Mr. Wardlaw was formerly owner of WLEU Erie, Pa. Ann. April 20.

WWCO Waterbury, Conn.—Seeks transfer of control of **WWCO Inc.** from **Herbert Bloomberg**, 72.64%, **Murray Grossman** and **Herbert Saxe**, 13.68% each, to **Herbert Bloomberg**, 72.64%, and **Ruth R. Goddard**, 27.36%, for $20,000. Mrs. Goddard is officer of corporation. Ann. April 20.

WTHR Panama City Beach, Fla.—Seeks assignment of license of **Regional Bcstg. Co.** from **Harold E. King** and **Helen W. King**, equal partners, to **Helen W. King**, sole owner. Transfer will result from property settlement of Mr. King. No other financial consideration noted. Ann. April 25.

WOKB Winter Garden, Fla.—Seeks assignment of license from **John B. Cook Jr.** to **WOKB Bcstg. Inc.** for total price of $95,000. Purchaser is **OK Realty & Investment Co.**, a group headed by **Stan Raymond**, president. OK Realty owns WAOK Atlanta, Ga., and is owner of all capital stock of **WRMA Bcstg. Co.**, licensee of WRMA Montgomery, Ala. Ann. April 21.

KFBB-AM-FM Great Falls, Mont.—Seeks assignment of license from **Wilkins Bcst. Inc.** to **KFBB Bcstg. Corp.** Wilkins is wholly-owned subsidiary of **KFBB Bcstg.** and will be liquidated. No financial consideration involved. Ann. Mar. 30.

WSHE Raleigh, N.C.—Seeks assignment of license from **Merchants and Farmers Radio Station WSHE Inc.** to **Raleigh Bcstg. Corp.** for $166,500. Purchaser is **Louis P. Heyman**, employe of Schenley Industries. Ann. April 27.

KOME Tulsa, Okla.—Seeks assignment of license from **Charles W. Holt, Connie I. Holt** and **Robert N. Robinson** to **Franklin Bcstg. Co.** for $300,000 plus $5,000 per year for three years to sellers as consultation fee. Franklin Bcstg. is owned by **William F. Johns Jr.**, 80%, **Robert J. Flynn**, 10%, and others. Franklin is licensee of WMIN St. Paul, Minn.; and owns all outstanding stock of **WLOD Inc.**, licensee of WLOD Pompano Beach, Fla., and all outstanding stock of **Noble Bcstg. Corp.**, licensee of WILD Boston. Ann. April 21.

WBPZ-TV Lock Haven, Pa.—Seeks assignment of license from **Lock Haven Bcstg. Corp.** to **Scranton Bcstrs. Inc.** for $19,800 for three-year lease of equipment with option to buy to use equipment as satellite for WDAU-TV Scranton, Pa. Scranton Bcstrs., licensee of WDAU-TV, is owned by **WGBI Radio Inc.**, licensee of WGBI-AM-FM Scranton, a firm owned by **"Heirs of Frank Megargee,"** a partnership controlled by **M.E. Megargee**. Ann. April 27.

WOLS Florence, S.C.—Seeks involuntary transfer of control of **Florence Bcstg. Co.** from **Melvin H. Purvis**, deceased, 99%, to **A.P. Skinner**, 20%, and **A.P. Skinner**, 79% in trust for wife and three children of deceased. No financial consideration involved. Mr. Skinner is employe of WOLS. Ann. April 13.

KAZZ (FM) Austin, Tex.—Seeks transfer of control of **Audioland Bcstg. Co.** from **Larry Sherrin**, 75%, **J.E. Moore Jr.**, 15%, and **William R. Lastinger**, 10%, to **J.E. Moore Jr.**, 90%, and **William R. Lastinger**, 10%. No financial consideration involved in transfer although Mr. Sherrin will be repaid by corporation $2500 advanced to corporaton as stockholder. Mr. Moore was formerly owner of KAZZ (FM). Ann. April 15.

KLBS Livingston, Tex.—Seeks assignment of license from **Polk County Bcstg. Service Inc.** to **Trinity Valley Bcstg. Co.** for assumption of $12,603 in debts. Principals are **Jack G. Jackson Sr.** and **Eugene Hanson**, equal partners. Mr. Jackson is in farm and electrical supply. Mr. Hanson is in insurance. Ann. April 27.

WODY Bassett, Va.—Seeks assignment of cp from **S.L. Goodman** to **WYTI Inc.** for $7,200. Principals include former sole owner **Mr. Goodman**, now 60%, and **Lester L. William**, 40%. WYTI Inc. is licensee of WYTI Rocky Mount, Va. Ann. April 27.

WFVA Fredericksburg, Va.—Seeks transfer of control of **Fredericksburg Bcstg. Corp.** from **Marion Park Lewis**, 27%, **Marion Park Lewis, Trustee**, 28%. Mrs. Lewis, as trustee, holds 10% interest for son **John P. Lewis**, 9% interest for son **David P. Lewis**, and 9% interest for **Howard P. Lewis**. She now makes gift of 5% interest out of her personal 27% to son David P. Lewis reducing

her personal holdings to 22%. Other Lewis stations are WINC, WRFL Winchester, WSIC Mount Jackson, both Virginia; WAYZ-AM-FM Waynesboro, and WHYL-AM-FM Carlisle, both Pennsylvania, and WELD, Fisher, W. Va. Ann. April 25.

KTNT-AM-FM-TV Tacoma, Wash.—Seeks involuntary transfer of control of **Tribune Publishing Co.** from **Frank S. Baker,** deceased, 52.6%, to estate of Frank S. Baker, 52.6%. No financial consideration involved. Ann. April 13.

Hearing Cases

FINAL DECISIONS

■ By order, commission, on petition by applicants, made effective immediately examiner's initial decision of March 30 and granted applications of Pioneer Bcstg. Co. for new daytime am station to operate on 1480 kc with 1 kw power in Spanish Fork, Utah, and United Bcstg. Co. to increase daytime power of KVOG Ogden, Utah, from 250 w to 1 kw, continuing operation on 1490 kc with 250 w-N. Ann. April 27.

■ By order, commission made effective immediately March 15 initial decision and granted application of Marin Bcstg. Co., to change trans. site of station KTIM San Rafael, Calif., continuing operation on 1510 kc, 1 kw D. Ann. April 27.

INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Wabash Valley Bcstg. Corp. for renewal of license of station WTHI-TV on ch. 10 in Terre Haute, Ind., and denying competing application of Livesay Bcstg. Co. for new tv station to operate on ch. 10 in Terre Haute. Ann. April 22.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Cal-Coast B/crs for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif. Ann. April 25.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Southeast Mississippi Bcstg. Co. to change facilities of station WSJC Magee, Miss., from 1280 kc, 500 w, D, to 790 kc, 1 kw, D, DA. Ann. April 26.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Tyrone Bcstg. Co. (WTRN) Tyrone, Pa., to consolidate its application to increase power on 1340 kc from 250 w, Unl., to 1 kw, Unl. in hearing with applications of WEPM Martinsburg, W. Va.; WCVI Connellsville, Pa. and others. Ann. April 27.

■ Commission scheduled reargument on May 20 in proceeding on am applications of Kalamazoo Bcstg. Co., Kalamazoo, Mich., Dowagiac Bcstg. Co., Dowagiac, Mich., and Circle Corp. (WKLZ) Kalamazoo. Ann. April 27.

■ By memorandum opinion and order, commission granted petition by the Broadcast Bureau to extent of severing am applications of Chester Bcstg. Co., Chester, Ill., Robert F. Neathery, Fredericktown, Mo., and Paducah Bcstg. Co. (WPAD) Paducah, Ky., involving use of 1450 kc from consolidated proceeding on applications involving use of 960-980 kc and retained the severed applications in hearing on issues applicable as to them. Ann. April 27.

■ By memorandum opinion and order, commission granted petition by Lycoming Bcstg. Co. (WLYC) Williamsport, Pa., to extent of enlarging issues in proceeding on application of Sunbury Bcstg. Corp. to change facilities of station WKOK Sunbury, Pa., from 1240 kc, 250 w. Unl., to 1070 kc, 1 kw-N. 10 kw-LS, DA-2. Ann. April 27.

By memorandum opinion and order, commission denied petition by Tidewater Bcstg. Co., Smithfield, Va., to enlarge issues relative to financial qualifications of applicant Edwin R. Fischer, Newport News, Va., in consolidated am proceeding; dismissed as moot Tidewater petition in all other respects. Ann. April 27.

■ By memorandum opinion and order, commission denied petition by Lebanon Valley Bcstg. Co. to reinstate its application for new am station to operate on 940 kc, 250 w, D, in Lebanon, Pa. (which was dismissed for untimely filing under section 1.106(b)(4) on Nov. 23, 1959) and consider it with mutually exclusive applications. Ann. April 27.

■ By memorandum opinion and order, commission (1) denied petition by Ridge Radio Corp. to consolidate its application for new am station to operate on 1350 kc, 1 kw, D, in Windber, Pa., in hearing with applications of Gosco Bcstrs. and Windber Community Bcstg. System for new stations on 1350 kc in Windber and other proposals which were involved in 309 (b) letters of Jan. 7, and (2) dismissed Ridge application for untimely filing under sec. 1.106 (b) (4) of rules. Ann. April 27.

■ By memorandum opinion and order, commission denied petition by Charleston Bcstg. Co. to consolidate its application to increase daytime power of station WOKE Charleston, S.C., in hearing with applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al. Ann. April 27.

■ By memorandum opinion and order, commission (1) rescinded and set aside May 20, 1959 decision which granted application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N.C., and which denied competing application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N.C., and (2) reopened proceeding and remanded it to hearing examiner to take evidence on additional issues and to render supplemental initial decision. In so doing, commission granted petition for reconsideration by Mr. Nelson to extent of reopening record for further evidence, granted petition for rehearing by Spartan Radiocasting Co. (WSPA), Spartanburg, S.C., and denied petition for reconsideration by Broadcast Bureau. (May 20, 1959 decision was stayed on July 30, 1959 pending action on petitions for reconsideration.) Ann. April 27.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Herbert T. Graham and extended to May 2 date to file exceptions to initial decision in proceeding on his application and that of Triad Tv Corp., for new am stations, in Lansing, Mich. Action April 25.

■ Granted petition by TOT Industries Inc., and extended to April 29 date to respond to petition by Medford Telecasting Corp. to enlarge issues in proceeding on their applications and that of Radio Medford Inc., for new tv stations to operate on ch. 10 in Medford, Ore. Action April 25.

■ Granted petition by Broadcast Bureau and extended to May 9 time to respond to petition by WDUL Tv Corp. for reconsideration and grant of its application for mod. of cp of station WHYZ-TV Duluth, Minn. Action April 26.

■ Granted petition by Broadcast Bureau and extended to May 13 time to respond to petition by Medford Bcstrs. Inc. (KDOV), Medford, Ore., to enlarge issues in proceeding on its am application which is in consolidated proceeding. Action April 26.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled oral argument for 9:30 a.m., April 28, on petition by Jefferson County Bcstg. Co. for dismissal of its application for am facilities in Madras, Ore., which is consolidated for hearing with application of Ralph J. Silkwood for am facilities in Klamath Falls, Ore. Action April 22.

■ Scheduled oral argument for 9:30 a.m., April 29, on petition by John Clemon Greene Jr., for dismissal of his application for am facilities in Winchester, Va.; application is consolidated for hearing with am applications of Shenandoah Life Stations Inc. (WSLS), Roanoke, and Edwin R. Fischer, Winchester, Va. Action April 22.

■ Granted petition by KOWBoy Bcstg. Co. (KOWB), Laramie, Wyo., for leave to intervene with respect to application of Laramie Bcstrs. for new am station in Laramie. Action April 22.

By Hearing Examiner Thomas H. Donahue

■ Denied petition by M.V.W. Radio Corp., for leave to make engineering changes in its application for new am station in San Fernando, Calif., which is consolidated for hearing with am applications of KGB Inc. (KGB), San Diego, and Wilson Bcstg. Co., Oxnard, Calif. Action April 21.

■ Granted petition by Southeast Mississippi Bcstg. Co. (WSJC), Magee, Miss., to accept late filing of proposed findings of fact and conclusions of law in proceeding on its am application. Action April 22.

By Hearing Examiner J.D. Bond

■ Scheduled further hearing for May 10 at 9:30 a.m., in proceeding on application of Bill S. Lahm for new am station in Wisconsin Rapids, Wis. Action April 21.

■ Pursuant to agreements reached at further hearing April 20, in consolidated am proceeding on applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al., scheduled dates which shall govern proceeding in group 1; further hearing scheduled for June 28. Action April 21.

By Hearing Examiner Charles J. Frederick

■ Granted joint request by WFPG Inc., and Harlan Murrelle and Assoc. (applicants in group 6), for continuance of hearing from April 25 to May 17 in proceeding on their am applications which are in consolidated hearing. Action April 21.

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By Hearing Examiner Millard F. French

■ On request by Acadian Tv Corp., continued further hearing in Lake Charles-Lafayette, La., ch. 3 tv proceeding from April 19 to May 4. Action April 18. By agreement of parties, ordered further hearing on April 22 at 9:15 a.m. Action April 20.

By Hearing Examiner Walther W. Guenther

■ Scheduled prehearing conference for April 28 in proceeding on applications of Washington State U. for renewal of license and mod. of license of station KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Wash., for renewal of license of station KTW Seattle. Action April 22.

■ On own motion, ordered that prehearing conference scheduled for April 26 will commence at 10 a.m., on that date, in proceeding on application of Walmac Co., for renewal of licenses of stations KMAC (AM) and KISS (FM) San Antonio, Tex. Action April 22.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Service Bcstg. Co. and extended dates for various procedural steps in proceeding on its application for new am station in Concord, Calif.; hearing continued from May 9 to May 19.

■ Granted motion by Don M. Lidenton, Poplar Bluff, Mo., to extent of postponing time for exchange of written affirmative cases directed to issue 9 in consolidated am proceeding from April 25 to five days after examiner rules on Lidenton motion to hold Roberts in default, which is retained under consideration after expiration of time prescribed by sec. 1.43 of rules. Action April 20.

■ Scheduled hearing conference for May 6 in proceeding on am applications of Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action April 25.

■ Granted motion by Service Bcstg. Co., Concord, Calif., to strike from record opposition to motion for leave to amend filed by Broadcast Assoc. in proceeding on am application of Service Bcstg. Co. Action April 26.

By Hearing Examiner H. Gifford Irion

■ Cancelled hearing scheduled for April 25 and scheduled further prehearing conference for May 26 at 3:30 p.m. in proceeding on am applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al. Action April 20.

■ Granted petition by San Mateo Bcstg. Co. and extended from April 15 to May 13 time to file proposed findings and conclusions in proceeding on its application for new fm station in San Mateo, Calif., et al. Action April 19.

■ Changed date of hearing from May 25 to July 12 in proceeding on applications of Tot Industries Inc. for new tv stations to operate on ch. 10 in Medford, Ore., et al. Action April 19.

■ Denied petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., for leave to amend its am application which is in consolidated hearing. Action April 20.

■ Granted petition by Broadcast Bureau and extended from April 22 to May 6 time to file proposed findings and conclusions in proceeding on applications of Charles J. Lanphier, Minnesota Radio Co., and Eider C. Stangland for new am stations in Golden Valley, Hopkins-Edina, Minn., and Sheldon, Iowa. Action April 21.

■ Upon request by Washington County Bcstg. Co., Iola Bcstg. Co., and KWK Radio Inc., continued hearing from May 5 to June 2 in proceeding on am applications of Beloit Bcstrs. Inc. (WBEL), South Beloit, Ill., et al. Action April 21.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Coral Tv Corp. and extended from May 2 to May 16 time for filing proposed findings of fact and conclusions in Perrine-South Miami, Fla., ch. 6 proceeding. Action April 21.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended to April 27 time to file proposed findings and conclusions and to May 11 to file reply findings in proceeding on application of Bay Area Electronics Assoc. for new am station in Santa Rosa, Calif. Action April 22.

■ Granted petition by Miami Valley Christian Bcstg. Assn. Inc., for leave to amend its application for am facilities in Miamisburg, Ohio, in order to show correction of minor error in description of coordinates of its proposed trans. site; application is in consolidated am proceeding. Action April 22.

■ Granted petition by WPET Inc., for leave to amend its application for am facilities in Greensboro, N.C., which is in consolidated proceeding to correct oversight in failing to show Gus Lavathes as director in amendment requested in joint petition of Guilford Advertising Inc. and WPET Inc., to show WPET Inc. as applicant, etc., granted March 24. Action April 25.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 22

WJBC-AM-FM Bloomington, Ill.—Granted transfer of negative control from **Leslie C. Johnson** to **Leslie C. Johnson,** individually and as voting trustee.

WHIZ Zanesville, Ohio—Granted relinquishment of positive control of **Zanesville Publishing Co.** by **Clay Littick** through sale of unissued stock to **Arthur S. Littick.**

KTNT-AM-FM-TV Tacoma, Tacoma-Seattle, Wash.—Granted involuntary transfer of control from **Frank S. Baker** to the Bank of California, N. A., Tacoma, Wash., Executor and Trustee of the Estate of Frank S. Baker, deceased with **Elbert H. Baker II, George F. Russell** and **Alton F. Baker** as voting trustees.

KLIQ Portland, Ore.—Granted assignment of license to **Malloy-Breyer Inc.**

WTAP-AM-TV, WHRV, W70AD, Parkersburg, W.Va., Ann Arbor, Mich., and Marietta, Ohio—Granted relinquishment of positive control by **Clay Littick** through sale of unissued stock to **Arthur S. Littick.**

WHIZ-TV, W71AB, W80AA, Zanesville, Coshocton and Cambridge, Ohio—Granted relinquishment of positive control of **Zanesville Publishing Co.** by **Clay Littick** through sale of unissued stock to **Arthur S. Littick.**

KDOM Windom, Minn.—Granted acquisition of positive control by **Robert D. Thompson** through sale of stock by **Eugene H. Frisk** to **KDOM Inc.**

WCSH Portland, Me.—Granted mod. of license to operate trans. by remote control using DA-N; conditions.

KTIP Porterville, Calif.—Granted mod. of license to operate trans. by remote control.

■ Following stations were granted extensions of completion dates as shown: WFYI Mineola, N.Y. to May 15; WHRW Bowling Green, Ohio to July 15; KADL Pine Bluff, Ark. to Sept. 30.

Actions of April 21

K72AA Weed Heights, Nev.—Granted license covering changes in tv translator station.

KWJB-FM Globe, Ariz.—Granted authority to remain silent for period ending July 20.

WARL-FM Arlington, Va.—Granted authority for 90-day extension to remain silent.

KMBL Junction, Tex.—Granted authority to sign-on at 7 a.m. and sign -off at 7 p.m. for period ending June 20.

WZFM (FM) Jacksonville, Fla.—Granted authority to remain silent for period ending June 12; conditions.

WPTS Pittston, Pa.—Granted authority to sign-off at 7 p.m. for period May 1 through Sept. 30.

WSRW Hillsboro, Ohio—Granted authority to sign-off at 7 p.m., EST, for period May 1 through Sept. 30, except for special events when station may operate to sign-off time as prescribed by license.

WRAM Monmouth, Ill.—Granted authority to sign-off 6 p.m., for period through Sept. 30, except for special events when station may operate to licensed sign-off time.

WCNR Bloomsburg, Pa.—Granted authority to sign-off at 7:05 p.m. for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

WADK Newport, R.I.—Granted authority to sign-off at 7:30 EDST, for period May 1 through August 31, except for special events when station may operate to licensed sign-off time.

WLPO LaSalle, Ill.—Granted authority to sign-off at 7 p.m. CDST, for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

KDSN Denison, Iowa—Granted authority to sign-off at 7 p.m. for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

KTCB Malden, Mo.—Granted authority to sign-off at 6 p.m. for period ending Sept. 30.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 6 p.m., CST, for period April 24 through May 31, except for special events when station may operate to licensed sign-off time.

■ Following stations were granted extensions of completion dates as shown: KCMC-TV Texarkana, Tex., to Nov. 23; KJEO (TV) Fresno, Calif., to Oct. 18; KVNU-TV Logan, Utah to Nov. 11.

Actions of April 20

KUEN Wenatchee, Wash.—Granted authority to sign-off at 6:15 p.m. for period through Sept. 30.

KLFD Litchfield, Minn.—Granted authority to sign-off at 6 p.m., for period May 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

WBTL Farmville, N.C.—Granted authority to remain silent for period beginning April 20 and ending July 20; conditions.

KUPD Tempe, Ariz.—Granted mod. of cp to change type trans.; conditions.

Actions of April 19

WKXY Sarasota, Fla.—Granted assignment of license to Sarasota Bcstg. Co.

WGTV (TV) Athens, Ga.—Granted mod. of cp to make changes in ant. system, correct geographic coordinates and make equipment changes; ant. height 1,200 ft.

WKTJ Farmington, Me.—Granted authority to sign-off at 7 p.m., EDST, for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

Actions of April 18

WKAI Macomb, Ill.—Granted authority to sign-off at 6:15 p.m., CDST, for period beginning April 24 through Oct. 22, except for special events when station may operate to licensed sign-off time.

WPRC Lincoln, Ill.—Granted authority to sign-off at 6 p.m., CST, for period beginning April 24 through Sept. 25, except for special events when station may operate to licensed sign-off time.

WFRX West Frankfort, Ill.—Granted authority to sign-on at 4 a.m., sign-off at 6 p.m. CST, for period April 24 through Sept. 30, unless otherwise notified by commission.

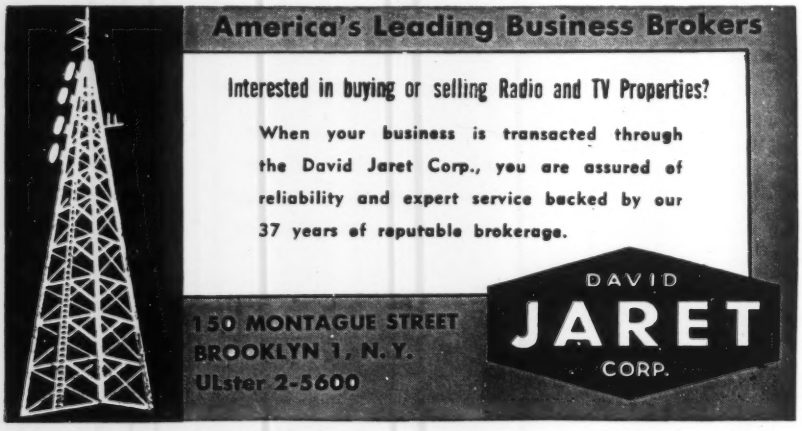
WMIL Milwaukee, Wis.—Granted authority to sign-off at 8 p.m., CDST, for period May 1 through Aug. 31.

WAIK Galesburg, Ill.—Granted authority to sign-off at 7 p.m., CDST, for period May 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

WBRC-FM Birmingham, Ala.—Granted cp to decrease ERP to 13 kw, and make changes in ant. system.

WMFP Fort Lauderdale, Fla.—Granted mod. of cp to change type trans.; conditions.

■ Following stations were granted extensions of completion dates as shown: KPLA Plainview, Tex. to Oct. 15; WEAR-TV Pensacola, Fla. to Sept. 22; KFOY-TV Hot Springs, Ark. to Nov. 2; WOC-TV Davenport, Iowa to Nov. 25; KVOG-TV Ogden, Utah to Nov. 30; WAIM-TV Anderson, S.C. to Nov. 1.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Collins new high fidelity monitor speakers

The sound of your station is your basic product. Hear it as it should be heard — in high fidelity — with Collins new line of monitor speakers.

Collins CS-8, 8" and CS-12, 12" speakers are only 3½" deep. These economical speakers are constructed with sturdy die cast frames and are easily installed in the ceiling or walls of your studio, lobby or waiting room. Both have a power handling capacity of 20 watts. Frequency response of the CS-8 is from 50 to 13,000 cps, CS-12 is from 30 to 13,000 cps. Radax construction permits CS-8 crossover at 2,000 cps; CS-12 crossover at 1,800 cps. Contact Collins for further information.

CS-8 CS-12

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK

Action of April 15

WROY Carmi, Ill.—Granted authority to sign-off at 6 p.m., CST, for period through Aug. 31, except for special events when station may operate to licensed sign-off time.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning May 28, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business May 27, in order to be considered.

Applications from the top of processing line:

BP-13041—New, McCook Neb., Regional Bcstg. Corp. Req: 1360Kc, 1kw, D.

BP-13042—WTSL Hanover, N.H., Radio Hanover, Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1 kw-LS, unl.

BP-13043—WBSR Pensacola, Fla., WBSR Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13044—New, Wickenburg, Ariz., Wickenburg Radio Co. Req: 1250kc, 500w, D.

BP-13045—KONP Port Angeles, Wash., Radio Pacific Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13046—New, Greenfield, Mass., Arthur A. Deters. Req: 1430kc, 500w, D.

BP-13047—WBET Brockton, Mass., Enterprise Publishing Co. Has: 1460kc, 1kw, DA-N, unl. Req: 1460kc, 1kw, 5kw-LS,DA-N, unl.

BP-13051—New, Thomaston, Ga., Radio Georgia. Req: 1590kc, 500w, D.

BP-13053—WWNH Rochester, N.H., Stafford Bcstg. Corp. Has: 930kc, 5 kw, DA-N, unl.

BP-13057—KCID Caldwell, Idaho, Caldwell Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13065—New, Towanda, Pa., Vical Bcstg. Co. Req: 1550kc, 500w, D.

BP-13066—WDIG Dothan, Ala., Houston Bcstrs. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13067—New, Albuquerque, N.M., KMF Bcstrs. Req: 1520kc, 500w, D.

BMP-8556—WRFB Tallahassee, Fla., Emerson W. Browne. Has: 1580kc, 5kw, D. Req: 1410kc, 5kw, D.

BP-13075—WJBS DeLand, Fla., WJBS Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13077—WAUD Auburn, Ala., Auburn Bcstg. Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13079—WHYS Ocala, Fla., Associated Bcstrs. Inc. Has: 1370kc, 1kw, D. Req: 1370kc, 5kw, D.

BP-13080—KIOA Des Moines, Iowa, Public Radio Corp. Has: 940kc, 5kw, 10kw-LS, DA-2, unl. Req: 940 kc, 5 kw, 50kw-LS, DA-2, unl.

BP-13082—New, Aspen, Colo., Aspen Bcstg. Co. Req: 1260kc, 5kw, D.

BP-13083—New, Coachella, Calif., Coachella Radio Corp. Req: 1460kc, 500w, D.

BP-13084—New, Centre, Ala., Cherokee County Radio Station. Req: 990kc, 250w, D.

BP-13091—New Plattsburgh, N.Y., Olean Bcstg. Corp. Req: 920kc, 1kw, D.

BP-13092—WICY Malone, N.Y., North County Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13093—WMFR High Point, N.C., Radio Station WMFR Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13095—KFPW Fort Smith, Ark., KFPW Bcstg. Co. Has: 1230kc, 250w, unl. Req: 1230 kc, 250w, 1kw-LS, unl.

BP-13097—New, Houston, Tex., Lake Huron Bcstg. Corp. Req: 1070kc, 10kw, DA-1, unl.

BP-13098—WCFV Clifton Forge, Va., Radio Station WCFV. Has: 1230kc, 250w, unl. Req: 1230kc, 250w 1kw-LS, unl.

BP-13100—New, Havelock, N.C., Charles E. Springer. Req: 1290kc, 1kw, D.

BP-13116—WBOY Clarksburg, W.Va., WSTV Inc. Has: 1400kc, 250w, unl. Req: 1400 kc, 250w, 1 kw-LS, unl.

BP-13118—KODE Joplin, Mo., WSTV Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13119—KDEN Denver, Colo., KDEN Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340 kc, 250w, 1kw-LS, unl.

Applications on which 309(b) letters have been issued:

BMP-8559—WXLI Dublin, Ga., Radio South Inc. Has: cp for 1230kc, 250w, unl. Req: 1230 kc, 250w, 1 kw-LS, unl.

BP-13039—New, Dodge City, Kan., The Seward County Bcstg. Co. Req: 1550kc, 1kw, DA, D.

BP - 13040 — WTWN St. Johnsbury, Vt., Twin State Bcstrs. Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13050—New, Del Rio, Tex., Val Verde Bcstg. Co. Req: 1490kc, 250w, unl.

BP-13054—WJOL Joliet, Ill., WJOL Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13056—WBRK Pittsfield, Mass., Greylock Bcstg. Co. Has: cp to change ant.-trans. location. 1340kc, 250w, unl. Req: 1340-kc, 250w, 1kw-LS, unl.

BP-13058—New, Odessa, Tex., R.L. McAlister. Req: 1550kc, 5kw, D.

BP-13060—WLSH Lansford, Pa., Miners Bcstg. Service Inc. Has: 1410kc, 1kw, D. Req: 1410kc, 5kw, DA, D.

BP-13063—WBHB Fitzgerald, Ga., Ben Hill Bcstg. Corp. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13064—New, Princeton, N.J., Nassau Bcstg. Co. Req: 1350kc, 5kw, DA-2, unl.

BP-13073—WSFB Quitman, Ga., Quitman Bcstg. Co. Has: 1490kc, 250w, D. Req: 1490kc, 1kw, D.

BP-13085—KCLA Pine Bluff, Ark., Radio Engineering Service. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13087—New, Englewood, Fla., Sarasota-Charlotte Bcstg. Corp. Req: 1580kc, 500w, D.

BP-13102—WLBC Muncie, Ind., Tri-City Radio Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13105—WSNT Sandersville, Ga., Washington Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 500w-LS, unl.

BP-13106—New, Lancaster, Pa., Lancaster County Bcstrs. Req: 1550kc, 1kw, DA, D.

BP-13111—New, Glen Burnie, Md., Elias and Robinson. Req: 1550kc, 250w, DA-2, unl.

BP-13112—WDCR Hanover, N.H., Trustees of Dartmouth College. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13115—WSTV Steubenville, Ohio, WSTV Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

License Renewals

■ Following stations were granted renewal of license: WSPR Springfield, Mass.; WICC-AM-TV Bridgeport, Conn.; WPEP Taunton, Mass.; WKNB New Britain, Conn.; KBOY-AM-FM Medford, Ore.; KSBW-TV Salinas, Calif.; KSBY-TV San Luis Obispo, Calif.; KPEG Spokane, Wash.; KPUG Bellingham, Wash.; WCAT Orange, Mass.; KFRC San Francisco, Calif.; WYNG Warwick-East Greenwich, R.I.

ITU REGULATIONS AVAILABLE

FCC is receiving numerous inquiries concerning availability of International Telecommunication Convention, Geneva (1959) and radio regulations annexed thereto. Because of number of persons and organizations desiring these publications, ITU has furnished commission with following information:

International Telecommunication Convention, Geneva (1959) is scheduled for delivery during April. Its approximate price, including delivery by ordinary mail, is 5 Swiss francs (a Swiss franc is equivalent to about 23 cents in U.S. money) for English or French version, and 10 Swiss francs for the Spanish version. Russian and Chinese versions will be published later.

Radio Regulations annexed to the Geneva (1959) Convention is being printed for delivery in May. Its approximate price, including appendices 25 and 26 and delivery by ordinary mail, will be 18 Swiss francs. It will be available in English, French and Spanish versions, with Russian and Chinese versions to be published later.

Orders should be addressed directly to the "Secretary General, international Telecommunication Union, Geneva, Switzerland," accompanied by international money order in appropriate amount. Orders should indicate title of publication(s), number of copies and language version desired.

Copies will not be available from FCC.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales manager for group station. East coast. Excellent chance for advancement. Send snap and resume. Box 218A, BROADCASTING.

Growing chain wants manager for station in northeast part of country. Single station market. Experience as commercial manager desired. Choice of salary or commission compensation. Box 244A, BROADCASTING.

Wanted: Radio station manager. 1st license desirable but not required. Advancement opportunity. Salary and commission. Radio Station KVOU, Uvalde, Texas.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Due to shift in group operations, desirable sales position open to man with sufficient knowhow and energy to deserve it. Established high earnings account list, liberal guarantee and commission, outstanding fringe benefits. Top Pulse fulltimer in friendly, pleasant, prosperous Illinois city of 50,000. Congenial professional staff. Write Box 267A, BROADCASTING.

Wanted: Aggressive salesman for single station Virginia market with excellent potential. Salary guarantee. Right man can easily earn eight thousand and more. This is opportunity to advance, for we intend to buy other properties. Box 269A, BROADCASTING.

Local salesman for selectively programmed fm station greater New York area. Challenging opportunity. Guarantee and commission for right man. Resume, photo. Box 275A, BROADCASTING.

New daytime station in Virginia desires experienced salesman with announcing ability. Above average salary plus commission for qualified man. Box 301A, BROADCASTING.

1,000 watt, independent, full-time operation expanding sales staff. Guarantee against 15% commission. Right man can grow with this organization. Send detailed information on background, previous sales experience plus photo to KSSS, Colorado Springs, Colorado.

Looking for men with sales ability to grow with a growing organization. If you can sell radio time and possess a firm desire to get on top in the radio business contact Leon Walton, Box 193, Atlanta, Georgia. Telephone, Jackson 5-5849.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

We want a topflight announcer, mature mind, company man, congenial. Good production, tight shows. Join Florida's top metro. Mkt. team, send tape and personal presentation, then must have personal audition. No tapes can be returned. Address to Box 943S, BROADCASTING.

Energetic and ambitious announcers needed for top-rated operation in west Texas. Box 159R, BROADCASTING.

Daytime station upgrading staff needs first ticket-announcer combination. Minimum engineering. Looking mostly for good, mature, resonant voice that can handle any kind of announcing, including production spots. Want a man looking for a permanent location. Will pay right man $100 weekly. Send resume, photo, tape to Box 194A, BROADCASTING.

Wanted, combo man Michigan station. Must be first class engineer and announcer. Will pay $100 per month over your current salary if you qualify. Reply Box 213A, BROADCASTING.

Modern independent looking for good sharp morning man. Must be willing to work closely with management. Station is in Wisconsin and part of a national group. Must be willing to learn. Box 250A, BROADCASTING.

Bright fast-paced dj ready for pd. #1 rated radio station in market of 150,000. Opportunity for television experience. Send tape, picture and resume Box 285A, BROADCASTING.

Newsman-announcer, 1 hour from New York. Salary commensurate with ability. Send resume and tape. Box 292A, BROADCASTING.

Experienced morning man. Good pay, may further increase pay by selling if desired. Sports play-by-play helpful. Virginia station. Send tape and resume to Box 313A, BROADCASTING.

Bartell Group wants intelligent, bright-sounding announcer with tight production experience. Send tape to Box 105, Madison 1, Wisconsin.

Experienced air-salesman with 1st class license preferred for remote operation. No maintenance. Immediate employment, good salary and other benefits to qualifying men. Call Manager, ST. 6-6144 for details, Escanaba, Michigan.

Alert announcer with experience. Excellent working conditions with stable organization. Send photo, tape, resume to KFOR, Box 391, Lincoln, Nebraska.

Hard working experienced newscaster, capable writer of local news. Must have commercial experience. Send photo, tape, tell all. Current earnings. KOEL, Oelwein, Iowa.

Experienced staff announcer capable board work and doubling on play-by-play high school sports. Seeking western or midwestern family man with best work references. Mail complete application. Ray Beckner, KRLN, Canon City, Colorado.

Minnesota regional station wants news director. Announcing experience necessary. Good salary. KTOE, Mankato, Minn.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.

Help Wanted—(Cont'd)

Announcers

Immediate opening for announcer, voice to match Pleasant Sound CBS affiliate. Salary plus benefits. Send tape, photo, resume to Jim Holston, Program Director, WANE radio, Fort Wayne, Indiana.

Experienced staff announcer by independent music and news station. No beginners please. Tape, photo and resume WASA, Havre De Grace, Maryland.

Adult music station needs experienced announcer. Must have good voice, know music, read news. Send tape and full details in first letter. Contact George Allen, PD, WCLO Janesville, Wisconsin. PL 4-3311.

Experienced announcer with first phone. Maintenance required. Send tape, photo, resume and salary requirements. WCRA, Effingham, Illinois.

Daytime station, suburban upstate New York, has immediate opening experienced first ticket combo announcer. Mature, good music policy, $90 week start. Rush resume, photo, tape to R. Storkdale, WSEN, Baldwinsville, N.Y.

Attention Mississippi! Wanted, announcer-morning man. Will also consider announcer-engineer. Can use sports ability. Joe Phillips, WSSO, Starkville, Mississippi.

New station needs two disc jockeys and two salesmen. Fast paced, modern sound—experienced only. Tape, photo, resume W-WOW, Conneaut, Ohio.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

1st class ticket and 1st class voice, gets 1st class salary at one of Florida's finest independents, modern radio—3 years #1. Send tape and resume Box 944S, BROADCASTING. No tapes can be returned.

Wanted, combo man Michigan station. Must be first class engineer and announcer. Will pay $100 per month over your current salary if you qualify. Reply Box 213A, BROADCASTING.

Wanted: First phone man who can announce and make himself generally handy around the station. Box 256A, BROADCASTING.

I told my general manager that there are some first ticket-men left who want to join a young progressive chain. I need just one who is willing to do a good weeks work for a good weeks pay. Please airmail resume, tape, picture and requirements to Box 298A, BROADCASTING.

Engineer, radio and television . . . transmitter and studio, small low power television operation, and 5 kw broadcast station. Mostly engineering and automation operation, very little announcing required. KINY KINY-TV, 231 So. Franklin St., Juneau, Alaska.

Engineer—1st phone, no announcing. Immediate opening. Daytimer-directional. WAUB, Auburn Inn, Auburn, NY 37374.

Beginner with first class license for transmitter duty. Chance to gain experience. Must have car. Contact Leo A. Jylha, WBCM, Bay City, Mich.

Help Wanted—(Cont'd)

Technical

First phone with announcing experience. Maintenance ability. Salary in line with experience. Send tape, photo, resume. WCRA, Effingham, Ill.

Kilowatt daytimer needs chief by June first. Starts $110 for good man, more if announcer WOWI, New Albany, Indiana.

Production-Programming, Others

Continuity. Experienced preparation of production spots. Must be able to write creative and selling copy. Permanent position, salary open. Ohio am, fm, tv. Detail past experience, references, salary expected and enclose samples of work and small photo. Confidential. Box 129A, BROADCASTING.

Two excellent candidates for station chain wanted. One for news director, other for program director. Good prospect of ultimate transfer from radio to tv if desired. Send background tape and photo to Box 219A, BROADCASTING.

Girl Friday wanted—copy, traffic, some air, work. Must be experienced. Good pay and permanent. Virginia station. Send resume to Box 314A, BROADCASTING.

Well rounded announcer, operate board, dj and news. Well established station. Salary open. Send tape, resume, photo, WGST, Atlanta, Georgia.

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

Immediate opening for top-flight program director. Top pay for top man. Air-mail tape, photo, resume to P.O. Box 5606, Daytona Beach, Florida.

Female. BBC New York office seeks lively junior assistant in radio program department with some experience in production, news and promotion. Apply in writing to BBC, 630 Fifth Ave., N.Y. 20, N.Y.

Antioch College is seeking director of radio to begin July 1, 1960. Write Harold W. Roeth, Antioch College, Yellow Springs, Ohio for details and application.

RADIO

Situations Wanted—Management

Management team available. 36 years combined management and all departments. Versatile. Operate small staff. Outstanding sales and programming. College background. First phone. Presently employed. Interested position with profit potential—preferably mid-Atlantic states. Box 248A, BROADCASTING.

Manager. Two station experience. Handle national, local sales. Family man. Box 252A, BROADCASTING.

I want radio management—midwest market. Experienced all phases. Now employed five station market. Best references. Box 259A, BROADCASTING.

Sales manager/manager; lease or purchase payout for stock interest, small-medium market station. 15 years outstanding time sales record as salesman and sales manager. Heavy on local, retail, regional. Highest industry references. Box 271A, BROADCASTING.

Manager or assistant manager—Southern market. Experienced management, sales, programming, all phases. Presently major southern market. All replies answered regardless size. Box 289A, BROADCASTING.

Wanted, management midwestern station. Chief engineer, farm director, sales, construction. Family. Box 294A, BROADCASTING.

Sales manager radio. Twenty years experience. Medium market. West only. Box 310A, BROADCASTING.

Sales manager. 10 years experience in television available now. Call, write or wire for details John Conboye, 2614 8th Avenue, Canyon (Amarillo), Texas. Olive 5-4537.

Situations Wanted—(Cont'd)

Sales

Married; 34; three children; 17 years experience all phases radio, sales, dj, production, news; last 12 years at five kw midwestern fulltimer. Present income $8,000. Reason for change: Stagnancy. Box 260A, BROADCASTING.

Does $50,000 monthly—average billing at major network tv plus A-1 sales executive and production history in every aspect of broadcasting and account executive work interest you? This young college grad is responsible and ambitious—will relocate right opportunity with station, agency and allied field. Box 306A, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Young, married, veteran, some experience wishes chance to swing for lively station, available 10 June, POrter 2-1310, Clovis, New Mexico. Box 184A, BROADCASTING.

Alert announcer, positive commercial delivery. Follows instructions to the letter. Persuasive medium-pitched voice. Partial to southwest. Immediate tape. Box 208A, BROADCASTING.

"Great" says Mrs. Allen; Bob more modest. Good voice, much potential, experience. Adult format; urban, persuasive sales delivery. No top 40 or shouter. Authoritative news delivery. Currently employed, have given notice. Hurry! Box 241A, BROADCASTING.

Radio announcer—no actual experience. Ready for any station. Character references. Deep resonant voice. Single, congenial. Willing to learn. Box 242A, BROADCASTING.

Look no further! Mature announcer can no longer afford present position. 5 years experience with record shows (all types), radio and video news, sportscasts, on-camera commercials and production. Presently timekeeper and tv newscaster. Family man looking and willing to work for a future. Box 246A, BROADCASTING.

Two college announcers desire positions. 1 year and 3 years commercial experience. Prefer Virginia. Box 249A, BROADCASTING.

Experienced Negro dj personality, seven years in radio and television, personality, air-salesman. Now employed, will consider any metropolitan area. Available May 15. Box 253A, BROADCASTING.

Lazy announcer—desires position in slow-paced operation — some experience. Box 254A, BROADCASTING.

Attention locals, directionals! Need first license experience staffer? Nc maintenance. 150 miles Washington. Available two weeks. Box 255A, BROADCASTING.

Experienced, mature, dj-newscaster. Showmanship, tight production. Minimum . . . $125 weekly. Box 257A, BROADCASTING.

Creative dj warm, mature voice, likeable humorous style. Authoritative newscaster. 1st phone, 3 years experience, presently employed, wish more money, better working conditions. Box 265A, BROADCASTING.

Announcer—Newsman, six years experience, good voice, first phone, tape. Box 266A, BROADCASTING.

Young, experienced general staff announcer, also play-by-play. College graduate, married, veteran. Available early June. Tape and references. Free to travel. Box 270A, BROADCASTING.

Experienced dj, news and sports. Adult, professional, versatile, ambitious. Box 273A, BROADCASTING.

Beginner. Trained, college, veteran seeks break. Announcer or announcer salesman. Box 274A, BROADCASTING.

College graduate, single, 3rd. ticket, two months experience. Good quality, good references. $60.00 minimum. Box 280A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Morning personality. Not just dj, but dj with definite personality. Now earning $125. Worth every nickel. 5 years experience. Box 281A, BROADCASTING.

Announcer. Experienced. News, commercials, dj. Run board. Versatile. Will travel. Box 282A, BROADCASTING.

First phone announcer. 5 years experience including maintenance. All kinds of programming; vet, will travel. Box 283A, BROADCASTING.

Three years experience dj-news. Deep resonant voice. Desire larger market with chance for advancement. Box 296A, BROADCASTING.

Announcer, 2 years experience. Good voice, college, good references. Available immediately. Box 299A, BROADCASTING.

Announcer on fringe of 50th market desires larger quality station. Box 300A, BROADCASTING.

Announcer 3½ years experience announcing, first class license. Some experience in maintenance desires to relocate. Prefer east coast but will consider all offers. Box 302A, BROADCASTING.

Top-flight announcer with quality voice, very light experience but professional sound. Box 304A, BROADCASTING.

Veteran. College. Radio school, but no experience, prefer adult programming, anywhere. Box 305A, BROADCASTING.

Announcer. College graduate—6 years. Radio experience in NY and Providence. Production work; dj, news, etc. Single; 23. Box 308A, BROADCASTING.

DJ-announcer. Young, energetic, can handle sales also. Box 312A, BROADCASTING.

No money down—years to pay! Thoroughly experienced — announcing — news — sports programming — management. Excellent voice and delivery. Successfully established but desire larger market. Young, married, definite station asset. Box 320A, BROADCASTING.

Country music dj familiar with all music. Can do news. Sober, dependable, married. Write Box 322A, BROADCASTING.

Announcer desires staff job with Los Angeles radio station. Tops with news, dj and commercial copy. 6 years experience. Good education. Write P.O. Box 74472, Oakwood Station, Los Angeles 4—Or call No. 6-0685.

Station staff reduction. Mature announcer/newsman who programs only adult type music for air seeks station that has the quality sound. Married, 27, college, children, good eight years radio/television experience, willing to work hard. Easy radio approach and excellent television poise. Can gather, edit, rewrite, shoot still and movie newsfilm for fast moving news department. Must have $100 weekly. Call or write Dick DeWitt, KCMK-FM, LO 1-3791, Kansas City, Mo.

Experienced—50,000 watt radio-on camera television. News director, versatile dj, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Major market permanency only. Weekly minimum $125.00. Dick Landfield, 4013 N. Richmond, Chicago, Illinois. Keystone 9-7485.

Civilian May 14. Broadcasting school grad. Eager to help you. Announcer, D.J. newscaster, copywriter. 24, single, college. Your move. Monro, Hq. Co. ASATR, Ft. Devens, Mass.

Modern live wire swingin' disc jockey available. Have worked five and six station markets. Production minded with good equipment. Wire: Bob Montgomery, 16806 LkwD. Hts. Blvd., Cleveland 7, Ohio.

Something of value!! Announcer-newsman. Pleasing tone—moderate experience. Board and sales. Contact Mark Roberts, 110 W. 55th, N.Y. 19, N.Y. PL. 7-1837.

Situations Wanted—(Cont'd)

Announcers

Summer replacement — University student desires announcing position. Radio major, 20 years old, prefer northeast but will consider all offers. Stan Waldman, 2464 Coral Way, Miami 45, Florida.

Negro disc jockey seeking employment. Can do news-commercials, will travel. Address: Dick Wilson, 101 W. 143 St., NY, NY. Telephone: Adirondack 4-4180.

Technical

Engineer. Eight years all phases directionals. Trans, control, remotes. Reliable news and sports man, but no jockey. First phone. Box 240A, BROADCASTING.

Experienced engineer desires permanent position in radio or television. No announcing. Available immediately. Box 264A, BROADCASTING.

Chief engineer, salesman, 39 years old, family, 13 years experience in metro market, 5 kw-DA, directional, network feeding, 1 year combo work. Prefer south and southwest. Would like to buy stock in station. Box 268A, BROADCASTING.

First phone, 5 years experience in maintenance and announcing. Vet, will travel. Box 284A, BROADCASTING.

Engineer-announcer, 9 years in radio. Desires job in the San Francisco Bay area. Resume on request. Box 321A, BROADCASTING.

Engineer announcer 6 years experience prefer country music. Number 1 in area. Sober, not a floater. Call Ted, TE 8-9460, 3925 Kearby St., Fort Worth, Texas.

Production-Programming, Others

Married, currently employed in top 25 market, graduating from college in June. Two years commercial experience. Strong on production. Looking for pd job in smaller market. Box 212A, BROADCASTING.

Need rebuilding P.D.? Young major market assistant. Ready. Five figures. Box 245A, BROADCASTING.

Attention Mr. News Director! Young, alert, aggressive, hard working newsman with on-off air television, radio experience seeks immediate opportunity to excel with major market television or radio. National news coverage. B.A. journalism. Excellent references. Box 277A, BROADCASTING.

PD and sports play-by-play, staff, 8 years experience, 26, college graduate, married, good character, employed. Box 286A, BROADCASTING.

Program director. College graduate, 6 years radio experience. Fresh from successful construction of New York am station with $4 billion market experience in promotion, production, dj, news, staff, sales. Box 307A, BROADCASTING.

College graduate with college radio experience and some commercial would like experience in all facets or radio. Write Box 7, Mineral, Va., or call Mineral 2341.

Experienced farm broadcaster and newsman now in government employ wants back in radio. Will go anywhere. Charley Stookey, Avon Park, Florida.

TELEVISION

Help Wanted—Sales

Medium market vhf network station needs sales manager who will call on national agencies plus direct local salesmen. Travel will take up 50% of your time. Excellent future for selling sales manager. Incentive plan. Must be stable married man who wants to become a part of a growing community. Send resume with billing figures to Redd Gardner, General Manager, KCRG-TV Cedar Rapids.

Announcers

Staff announcer for on-camera television commercials. Authoritative basic selling voice and ad lib ability essential. Live news and weather experience desired. CBS affiliate. Top salary. Send photo and full experience. Box 317A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

VHF all networks needs all-around tv announcer for on-camera commercial news, mc, etc. Prefer background in secondary market tv. Opportunity to advance in production and directing. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, channel 7, Tyler, Texas.

Immediate opening in top northwest station for first phone announcer. Booth and live work. Send resume, tape and photo to KREM-TV, Spokane, Washington.

Technical

New midwest tv station requires experienced tv engineers. Send resume to Box 192A, BROADCASTING.

Midwest vhf-am-fm transmitter technician. Video control-studio technician. Requires first class ticket. Only experienced personnel need apply. Top station in a large market with full color and tape facilities. Send complete resume, photo, and expected salary. Box 231A, BROADCASTING.

Need tv relief engineer for studio and transmitter duty. Experience not necessary but must be sharp. Box 303A, BROADCASTING.

Chief engineer (first class licensee) for 250 watt local station in central New York. Must be capable of maintaining all equipment, operate board and do some announcing. This is a permanent position with a good future for the right man. Box 311A, BROADCASTING.

Technical operator southeastern vhf—permanent position. Master control operating and maintenance experience or specialized schooling required. Full company benefits. Box 316A, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Experienced television copy writer, male or female, to expand present staff of four in medium midwest market. Above average salary, health insurance, pleasant working conditions. Immediate opening. Applicants from midwest preferred. Send complete resume, sample copy to Box 210A, BROADCASTING.

Country's most modern midwest television station wants tv director with first class engineering license. Position open immediately. Send resume to Box 297A, BROADCASTING.

News director. State capital vhf operation in southeast seeks professionally trained, experienced newsman to head well organized news department and personally handle prime early evening newscasts. Station owned by long established company which places strong emphasis on news. Pleasant working conditions. Good salary. Group insurance and pension plan. Present news director leaving to accept unusual big market opportunity. Interested parties please present application including photo promptly to Box 315A, BROADCASTING. All applications acknowledged.

Program director to plan, direct and coordinate all live commercial and public service programming on basic CBS station in mid-west. Past pd experience in commercial television operation necessary. Include full details first letter. Excellent opportunity and salary to right man. Box 318A, BROADCASTING.

Publicity director: idea man to promote and merchandise basic CBS station. Writing and tv station experience essential. Top salary and fine opportunity in excellent market. Give full details in your reply. Box 319A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

WFMY-TV Greensboro, N.C., needs television copywriter for commercial spot copy. Prefer television experience, but radio will be considered. Forty-hour week, excellent working and living conditions. Group insurance plans. Two person department. Give us full information about experience and send samples of copy, along with photograph to Miss Pace, WFMY-TV. All applicants will receive reply.

TELEVISION

Situations Wanted—Management

General manager. 5 years tv management. 20 years radio. Also will consider high level department position with quality operation. Box 295A, BROADCASTING.

Announcers

Professional tv announcer-newscaster. Top qualifications. $150 weekly plus talent. Box 142A, BROADCASTING.

TV. Experienced announcer looking for that step up. Strong in all sports, including play-by-play, entertaining weatherman and friendly commercial presentation. $200 per week plus talent. Midwest or westward. Box 291A, BROADCASTING.

See radio ad—Dick Landfield.

Technical

Chief or supervisor, 12 years am-fm-tv, planning, construction, maintenance, operations. 4 years chief, 4 years supervisory experience. Box 109A, BROADCASTING.

Recommendable personnel completing rigid internship seeking studio operations jobs, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

News. On-camera, editing, SOF, special events, awards, 13 years. Box 251A, BROADCASTING.

Veteran news director . . . NBC background . . . 14 years radio, 10 years of television. Entered community service two years ago now wants back in management or news, permanently. Excellent air presentation both radio and tv. Solid, matter of fact authoritative delivery. Excellent record of civic leadership. References from industry leaders on request. Box 263A, BROADCASTING.

Creative newsman seeking bigger challenges. Now telecasting late news in midwest. MSJ, vet. $150 minimum. Any area. Box 288A, BROADCASTING.

Successful radio newsman seeks television opportunity. Currently employed at top radio station in top ten market. Fully experienced in writing, interviewing, and handling major on-air accounts. Married. Children. References. Radio-television combination acceptable. Box 290A, BROADCASTING.

Mature, aggressive family man desires executive position promotion-merchandising in tv. Would consider challenge small market or operation with competition problems. Good background all departments including photography. Wally Blake, 856 Holt Avenue, El Centro, California.

FOR SALE

Equipment

Two RCA TS5A and one TS21A switchers. Prices and details upon request. Box 232A, BROADCASTING.

Western Electric 250 watt trasmitter in operation—$350.00. Also peak limiting amplifier for $100.00. Box 247A, BROADCASTING.

Travis Tapak completely portable tape recorder with mike and phones. Approximately 100 hours. Cost $385. Good condition $100. Box 261A, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

For sale: 3 Gray model 602-C equalizers for G.E. cartridges; originally $50.00 each. 1 RCA model SK-45 Airopressure microphone; originally $45.00. 1 Revox model B-36 tape recorder, heavy duty, 3¼—7½ speed; recently overhauled, originally $350.00. Best offer takes any or all. KATI, Box 2006, Casper, Wyoming.

General Electric studio-transmitter link model BT-9-A frequency 920—960 MC with one dish antenna, $2500.00 fob Atlanta, Georgia. Federal Telephone and Radio Corporation field intensity meter model 101C $300 (excellent). WAVO, Box 25, Avondale Estates, Georgia, Drake 8-8808.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

Buy, sell or trade also new and used towers. Special 150′ am self-supporting. Ready to ship $1,000.00. P.O. Box 55, Greenville, N.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Complete line of test, monitor, transmitting, film, STL and studio units. Advise us of needs. Electrofind, 550 Fifth Ave, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Best offer buys, Magnecord 816-17 tape reproducer in excellent condition. James R. Kalke, 821 Michigan Avenue, Saint Joseph, Michigan.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8″ thru 24″. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Attention—AM and fm station owners. Automate and economize with a Seeburg 200 library unit. Units are in perfect working order. Available for immediate shipment. Price $400.00 each, f.o.b. Memphis. Contact Music Systems, Inc., 407 Madison Avenue, Memphis, Tennessee. JAckson 5-6091.

Teflon coaxial transmission line 1⅝″, 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

AM station or cp wanted, financially responsible, have interest in fm station. Box 258A, BROADCASTING.

Construction permit wanted—Small or medium midwest market preferred. All replies strictly confidential. Box 272A, BROADCASTING.

Equipment

Wanted to buy—1⅝″ co-ax, rigid transmission line. Send full information to Box 860S, BROADCASTING.

DuMont acorn 500 watt hi-band, also have another party for a 5 kw DuMont amplifier hi-band. KINY-TV, 231 So. Franklin St., Juneau, Alaska.

Need three GE-7D21 power output tubes in good usable condition. KOBY, 340 Mason, San Francisco, California. Attention: Ken Warren.

WANTED TO BUY

Equipment—(Cont'd)

We are looking for an RF bridge and RF oscillator in good operating order. Please reply by phone or wire to Kenneth Tetzloff, Chief Engineer, WEAQ, Eau Claire, Wisconsin. Temple 2-9766.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Any test, studio or transmitting equipment, including tubes. Electrofind, 550 Fifth Avenue, N.Y.C.

Turntables—3 speed: Presto 64 or RCA 70C. Also 45 rpm adaptor kits for RCA 70C. Mastertone Studios, 130 West 42nd St., New York 36.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

MISCELLANEOUS

Attention agencies—sponsors. Monitor mobile—Pensacola now at your service. Impartial tape monitoring and research reports, radio and television. Reasonable rates. Box 276A, BROADCASTING.

Musical station breaks and commercial jingles by modern professional group. Lowest prices available. Box 287A, BROADCASTING.

Want commissionable, commercial-religious rates, availabilities. Prefer 5 kw. Gospel Broadcasters Agency, Schell City, Missouri.

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

WANTED
PROVEN SALESMANAGER
For Top 60 Market Station
Excellent incentive with base guarantee. Send full details, desired salary to:
Box 309A, BROADCASTING

Help Wanted—(Cont'd)

Sales

LIFE OPPORTUNITY
Salesmen and D.J.'s

Top station major market wants 2 young salesmen for future executives. College, ability, willing to work.

2 big time D.J.'s for top shows. College, ability, personality.

Adding to staff and desire outstanding people. Give complete details.

Box 234A, BROADCASTING

OPPORTUNITY

National organization based in East wants a young man who:

- *has radio background—able to evaluate station properties*
- *has community relations and advertising skills*
- *can think for himself in unfamiliar situations*
- *can work with people on management level and administer branch operations*
- *is free to travel*

Growth potential of company offers excellent opportunity for developing career.

Box 279A, BROADCASTING

WANTED
Top Radio Salesman
for
Top Rated 5000 Watt Station
Good guarantee, plus commissions.
Call or write Tom Kita,
WLEE, Richmond, Virginia.

Announcers

We are in need of a GOOD disc jockey with a first class ticket. If you can qualify and have a good air personality, we will pay WELL for your ability. $125 or better to start. This is an excellent opportunity if you are not a floater or drinker. We are the only station in the city with 50,000 population. No collect calls please, no amateur wanted. Telephone daytime Gladstone 7-1194, nighttime Gladstone 9-5322, ask for Mr. Jeffrey. Position open at once.

WIOU—*1000 watts*
Kokomo, Indiana
CBS-Radio Affiliate

Help Wanted—(Cont'd)

Production-Programming, Others

WRITER WANTED
RADIO-TV COMMERCIALS

If you are considered a good creative writer of radio-tv commercials, but are looking for greener pastures to prove your abilities, we want you on our staff. Send complete resume, experience, examples of your work (scripts or film) salary desired, snap shot. Material will be returned. Confidence respected. Our staff knows. Look us up in McKittricks or Agency Red Book. Address H. Earl Close, Partner, Comstock & Company, 651 Delaware Avenue, Buffalo 2, New York.

RADIO

Situations Wanted—Management

GENTLEMEN

It's THAT time
Broadcasting or WHAT?
35, Single, 13 years
radio/TV personality
announcer.
NO P.D., NO Sales
experience
WANT small market
MANAGERSHIP.
Pref. MST or PST.
Efficiency, Energy
Enthusiasm, Effort.
STRICTLY SALARY
UNTIL PROVEN.
Box 243A, BROADCASTING

Announcers

RADIO & TV PRO

Now with 50 kw. operation in top 10 market interested in personality spot with big potential. Tape, resume, and picture on request. Please state kind of personality desired and financial possibilities in first letter. Personal interview before decision.

Box 262A, BROADCASTING

Production-Programming, Others

Got problems? 20 years of production know-how plus a thorough knowledge of operational problems available May 15. Young enough to grow with a fast paced organization. Mature enough to make sound decisions. Age 38, married, family man, civic minded. Last 10 years featured personality in major market. Excellent references. Want position leading to top management. Prefer Ohio, Michigan, Indiana or Illinois but will relocate anywhere good opportunity exists.

Box 278A, BROADCASTING

MISCELLANEOUS

We need public service programs. Discussion Programs, educational programs, agriculture programs.

We will air these free programs in major markets if top quality.

Box 293A, BROADCASTING

FOR SALE

Equipment

TV Transmitter Equipment for Sale

483 ft. Blaw-Knox type H-40 self-supporting steel tower designed to support a 12-bay superturnstile tv antenna. Material on ground ready to be shipped.

RCA TF-12AH, 12-bay, superturnstile antenna. Antenna was installed new in January 1956 and was in excellent working condition when taken out of service. On trestles at site ready to ship.

Standar Electronics Type TH-644, 40 kw, high channel, VHF TV Transmitter. Installed new in January 1956 and in perfect condition when taken out of service in November 1959.

All of the above equipmnt may be inspected at Television Station WSPD-TV, Toledo, Ohio. For prices or additional information please write or telephone Mr. C.X. Castle, Director of Engineering, Storer Broadcasting Company, Miami Beach 54, Florida.

Employment Service

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service
Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

FINGER ON THE PULSE

Experienced personnel . . .
. . . Opportunities in many markets.
PAUL BARON, BROADCAST MANAGER
MAUDE LENNOX PERSONNEL SERVICE, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0276
Interviews by appointment.

FOR SALE

Stations

GUNZENDORFER

CALIFORNIA—250 watter fulltimer. $70,000. 100 watter fulltimer $50,000—$14,500 down. Easy terms. ARIZONA—1000 watter daytimer $60,000—$15,000 down. 500 watter $60,000—29% down. OREGON—250 watter fulltimer $80,000—29% down.

* * * *

CALIFORNIA—The unique four station southern California package buy! $750,000. TERMS.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, California
Licensed Brokers—Financial Consultants
Phone OLympia 2-5676

FOR SALE

Stations

Calif.	Single	250w	$65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Fla.	Small	250w	53M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Medium	5kw	230M	29% dn.
N.Y.	Medium	1kw-D	105M	cash
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To buy or sell Radio-TV properties contact
PATT McDONALD CO.
Box 9266, Austin, Texas. GL. 3-8080
Or, Jack Koste, 60 E. 42nd, NY 17, NY
MU. 2-4813

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

ROCKY MOUNTAIN. **Fulltimer. Average gross $80,000 for past five years. Asking $90,000 with 29% down. Exclusive.**

SOUTHWEST. **Top market. Fulltime. Well established. Doing in excess of $10,000 a month. Asking $275,000 with 29% down.**

SOUTHWEST. **Fulltimer. Excellent frequency and power. Doing $12,000 a month. Asking $250,000 with 29% down.**

CALIFORNIA. **Exclusive. Man and wife operation. Priced at $65,000 with 29% down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

You get *publicly approved* quality when you buy by Brand Name!

Brand Names give you publicly approved standards of quality and value, for a brand-name product has to earn its reputation against all competition.

You're sure of satisfaction when you buy by Brand Name because the specialized know-how of the maker stands behind your purchase.

A Brand Name is the manufacturer's guarantee of satisfaction, further endorsed by the retailer who sells it.

Magazine advertising helps you get the most value for your money. Choose a manufacturer's Brand Name you know and be *sure* of satisfaction!

May 1-8 is Brand Names Week

Don't take a chance... take a NAME BRAND

BRAND NAMES FOUNDATION, INC., 437 FIFTH AVENUE, NEW YORK 16, N.Y.

OUR RESPECTS TO . . .

Alexander Louis Read

Louis Read is a salesman. He's an enthusiastic salesman. In fact, he'd rather sell than shoot a round of golf, which he plays fiercely despite a 21 handicap, or indulge in spectator sports. Around WDSU-AM-TV New Orleans, where he is executive vice president-general manager, some of the staff say he's still the best salesman in the place though his duties are now in the top-level bracket.

Selling, managing, golfing—no matter which, he is quietly aggressive, and fired with persistent and unlimited energy. At the station, located on romantic Royal Street in the French Quarter, he gets to work a half-hour or even an hour before office hours, and it's hard to get him out of the shop before 6 p.m.

This commercial zeal first manifested itself while he was attending Loyola U., where he sold so much advertising for the college paper, *The Maroon*, that some of it had to be turned down for lack of space. During summer vacations he did odd jobs at WWL, university-owned commercial radio station. After getting his AB degree at Loyola, he puttered around in the insurance business and did some selling for Blue Plate Foods, a Wesson Oil subsidiary.

Hand-Picked ■ About that time the university thought it would be a good idea to hire a graduate for WWL. Vincent Callahan, former WRC Washington manager who headed the station at the time, picked Louis from the list of candidates and named him director of merchandising. In this job, Louis was expected to see that station advertising accounts profited from their time purchases. "I went to the big Katz & Besthoff drug chain," he recalls. "They said they would stock Mar-O-Oil if there was any demand for the shampoo."

"There soon was," he added, without going into details.

Then he started working the wholesale trade in Baton Rouge and other outlying areas within range of WWL's 50 kw signal. This developed into an effective means of bringing in national business, so after a year he was named commercial manager.

In 1941 Louis was commissioned as a lieutenant junior grade in the Navy. He had helped reopen the 8th Naval District in New Orleans early in World War II, serving in an advisory role. After training he was assigned to New Orleans in charge of the public information office. His next post was in Puerto Rico where he was in charge of public information for the Caribbean area. He left the Navy in December 1945 with the rank of lieutenant commander.

Tied Down ■ After a year at WWL he accepted a post as advertising manager of Wembley Inc., New Orleans tie manufacturer. Unhappy outside broadcasting, he went to Mobile as general manager of WABB. In late December 1948, he caught up with a phone call from the Stern family, which had bought WDSU-AM-TV, while he was in New Orleans for the New Year's Day Sugar Bowl football game.

Here was the big break, a chance to join the stations under their new ownership as commercial manager. All his life he had lived around the university section of New Orleans (born Oct. 12, 1914). The WDSU offer combined selling, broadcasting and a home in New Orleans. It looked like an opportunity to advance in the broadcasting business, he decided, after observing how the late Edgar Stern and his son, Edgar Stern Jr., were operating the property. They brought in Robert D. Swezey, former NBC and MBS executive, as general manager.

Mr. Swezey went to work Feb. 1, 1949, Mr. Read a month later. Mr. Swezey, now resigned from the stations and currently a special advisor to the Secretary of Labor, recalls the period vividly: "Everyone pitched into everything. We had a low network rate and only about 1,500 sets."

Grow Up ■ Louis recalls his first trip to New York when an agency offered to buy tv time when the WDSU-TV circulation reached 15,000 sets, a figure that appeared unattainable in 1949.

WDSU-AM-TV's READ
He never trimmed his sales

"The *New Yorker* ran a piece about us," Mr. Swezey said. "They lampooned WDSU-TV for its program listings, which featured the symbol TBA (to be announced)." The station had a midget studio atop the Hibernia Bank Building, and the cameraman had to back across the hall into the ladies room to get enough distance for a shot.

"They were exciting days," Mr. Read said. "We measured each month's business by how little we lost, but turned the corner after a year-and-a-half." The Sterns organized WDSU Broadcasting Corp. in 1950. Mr. Swezey was named executive vice president-general manager and Mr. Read vice president-commercial manager. Both received stock interest, Mr. Swezey 20% and Mr. Read 10%.

The WDSU progress in the last decade has been outstanding. Last September Mr. Swezey resigned effective Jan. 1 to devote time to personal interests and Louis Read was promptly named successor.

A firm believer in civic and charitable activities, Louis Read holds high posts in many local organizations. Industry connections include: secretary-treasurer, NBC-TV Affiliates board of delegates; director, Television Bureau of Advertising; member of NAB tv film committee and Society of Television Pioneers. Besides his management post at WDSU-AM-TV he is a director of WAFB-TV Baton Rouge, La.

In 1943 he married Nathalie Doris Owings. They have four children—Michael 16, Susan 13, Carolyn 12, Stephen 7.

Staunch Editorializer ■ The WDSU stations have been editorializing for a year-and-a-half, taking strong stands on many controversial issues, deciding to enter this field when New Orleans became a one-newspaper market. The results appear, Louis said, in community benefit, station prestige and improved staff morale.

"Editorializing offers broadcasting its greatest opportunity," Louis explained, adding that television is just starting to reach a state of effectiveness in the field of news and public events.

"Our listeners and clients feel we stand for something, now that we are editorializing, and they apparently respect us for such a stand," he said. "As to advertisers, we have encountered no sponsor problems. On the contrary, quite a few of our advertisers have commended us for our stand on various issues, and the increase in station prestige has been equally apparent among our clients. This has been one of the most rewarding experiences in more than 20 years in broadcasting."

Political pot-shotting

THIS presidential election year promises to be the hottest yet for the broadcast media—particularly television.

This election year, as never before, there will likely be charges involving radio and tv ownership *per se*. The columnists and pundits in the past few weeks have made oblique references to ownership interests in stations held by members of Congress or others in public life. These mentions do not just happen—the tidbits are dropped or planted.

Reference most frequently is made to the interests of such Democratic leaders as Senate Majority Leader Lyndon B. Johnson of Texas, and Senate Commerce Committee Chairman Warren G. Magnuson of Washington. Invariably there is the veiled suggestion that something improper, unethical or evil is connoted by such ownership.

Our annual checkup of members of Congress identified with station ownership made three months ago shows 30 legislators having interests either in their own names or through their families. There are many more in public life, federal, state and local, holding station interests. At least one member of the cabinet, the able secretary of the interior, Fred Seaton, is a publisher-broadcaster.

Sen. Johnson is singled out because of his as yet unannounced but formidable candidacy for his party's presidential nomination. The fact is that the Texan directly does not own any of the station stock. Mrs. Johnson, with her own inherited money, acquired KTBC Austin, in 1947, before her husband was elected to the Senate and while he was in the House. She has expanded into substantial ownership of other radio and tv properties in Texas.

Sen. Magnuson owns about 4% of KIRO-AM-FM-TV Seattle. He owned this interest before he became a senator. Four years ago, after he had been attacked by his Republican opponent on ethical grounds because of his chairmanship of the Senate Commerce Committee, which handles communications legislation, Sen. Magnuson made a public statement showing that his annual income, other than from public office, had averaged $3,291.

Even if Sen. Johnson directly owned the Texas properties or if Sen. Magnuson made many times as much from his interest, there would be no valid basis for the innuendoes. There is nothing in the law to preclude such holdings. Many members of Congress maintain active law practices and command handsome fees without being criticized.

It should be pointed out, moreover, that members of Congress are elected. Federal officials, in the executive branch and on the administrative agencies, are appointed. There are specific provisions of law precluding members of administrative agencies from holding interests in the areas over which they have regulatory jurisdiction. Members of the Senate and House are accountable to their constituencies at regular intervals—an agonizing experience for most of them.

On equal footing

WITHIN the past two weeks it has become evident that broadcasting and the press have more in common than their respective advertising salesmen think they have.

Like broadcasting, the press has critics, as the American Society of Newspaper Editors learned at its Washington meeting (BROADCASTING, April 25).

Like broadcasting, the press is reviewing its own ethics and practices, as the American Newspaper Publishers Assn. did at its annual meeting in New York (see story this issue).

And the press shares with broadcasting the belief that qualitative improvements in communications media must come from the media themselves, not from government. The majority of newspaper editors polled by BROADCASTING at the ASNE meeting (BROADCASTING, April 25) were as vehemently opposed to government intervention in broadcasting as broadcasters are.

AT TIMES during the ASNE convention it sounded as though the programming had been arranged by Oren Harris or John Crosby for a convention of broadcasters. Five of the featured speakers took swings ranging from jabs to haymakers—all aimed at newspapers.

It would be only human if broadcasters allowed themselves to gloat at the sight of newspapermen taking a critical beating. With some reason, broadcasters have recently thought that some newspapers were bullying radio and tv.

Yet it would be purposeless or worse for broadcasters to believe that they can gain by a shift in critical attack from broadcasting to the press. If any good at all is to come from the criticism of broadcasting and the press, it will come through sensible response to the criticism. There is room for improvement in both broadcasting and the press. One cannot take refuge in its own deficiencies simply because the other's mistakes or inadequacies are under attack.

IT WOULD BE silly, of course, to suggest that broadcasting and the press live in lovey-dovey harmony, neither raising its voice at the other, no matter what the provocation.

If broadcasting and the press are to perform important functions in the system of communications media, each must view the other with intelligent and rational interest. It would be as wrong for the press to abandon criticism of television as to print some of the uninformed if not irresponsible criticism it has printed in the past. Similarly broadcasting should appraise the press, as the occasion warrants, if it is to be a significant part of the communications scheme.

The process of criticism, understandingly applied, is an aid, not a deterrent, to the elevation of communications standards. Neither broadcasting nor the press will improve as fast without responsible appraisal as with it.

The biggest contribution each could make to the other would be the steadfast maintenance of sensible perspectives. The press will do itself no good by overplaying intemperate criticism of broadcasting. It has been guilty of overplaying in recent months and, as the record before the ASNE shows, it gained nothing by it.

Drawn for BROADCASTING by Sid Hix

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